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It Says Here . . .

"Down On The Farm" TV Special

Coming up on Saturday, January 25, is an hour-long television special in color on NBC. The promotion material we've received describes it as "the story of the American farmer and rural America, focusing on its rugged past, rapidly-changing present, and science-oriented future."

In presenting various specials, all the networks have shown they are capable of treating highly complex subjects in meaningful and significant fashion. We are sufficiently intrigued with the possibilities for "Down on the Farm" that we've marked the date on our calendar. You may wish to do likewise.

You may also wish to call the program to the attention of people in your area, particularly those who are members of your county councils.

Air time is 6:30 p.m. in the Central time zone--but we'd recommend that you double-check listings for your area as Saturday, January 25, approaches.

Tips On Lettering

Some types of pressure-sensitive letters (those that come attached to the back of waxed sheets and that are transferred with a burnisher) do not adhere well to hard-surfaced smooth card such as Sterling Bristol. It is safer to use paper or card with "toothy" surfaces.

If you are dry-mounting photos with laminating tissue, do the laminating before you apply pressure-sensitive letters for the captions. Otherwise the hot press will lift off the letters.

Pressure-sensitive letters seem to have considerable permanence when applied to non-high finished surfaces. However, on certificates and other documents, permanence of lettering is important. In these instances we spray over the letters a light coating of clear lacquer such as used to preserve drawings and other art work.

Your supply sheets of pressure-sensitive lettering (and other similar materials such as wax-backed shading sheets and patterns) should be kept in a relatively cool storage place and somewhat on the humid side. Sheets kept in completely dry and warm places tend to dry out. Letters won't transfer and Zip-a-Tone type sheets won't separate as they are supposed to.

Pressure-sensitive letters are available in a large range of styles and sizes--from very small for sub-captions and text to a large as two inches high for posters. Transparent letters are now available in several colors. These are useful for making captions on acetates for overhead transparency projection. Although they seem to adhere well to the acetate, the projected colors do not seem as bright as those made by other means (such as a photographic negative where letters are backed with pieces of clear colors of acetate.)

When making captions for overhead transparencies, it is well to remember how large they should be. To be sure of visibility for the audience the height of letters should not be less than 1/17th of the total height of the opening in the frame. Thus, if the opening is seven inches high, your letters should be 13/32 of an inch high to be seen at the back row of large audiences. For smaller audiences use 1/25 of the height, or roughly 1/4 inch high for an opening height of seven inches. Simple san-serif block lettering provides the best readability.

(Reprinted from The Visualizer, Federal Extension Service, USDA, via The Idea Distiller, Dept. of Agricultural Information, North Carolina Agricultural Extension Service.) 1/2/69

It Says Here ...

Council Report On The Way

The Extension Council Report has been reestablished. Advisers in agriculture and home economics will receive enough copies of each issue to mail to each council member--plus a few spares.

You should receive the Jan. 15 issue soon, perhaps about the same time that this reminder reaches you. Please send copies of this issue to your council members as soon as possible. Some of the content provides background information on topics to be discussed at a series of district meetings for council officers. Those meetings will begin early in February and Director Claar has asked that we emphasize the importance of distributing the information before that time.

About The Les Edwards Study

Some of you will recall our Australian friend, Les Edwards, who visited 24 counties last summer to study communications programs.

A report of that study was sent to each of the 24 participating advisers. If any of you who were not included in the study wish to receive the complete report, please let us know.

Meantime, we are going to excerpt some of Les's observations, beginning with this issue of It Says Here. This is the first installment:

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"Extension advisers obviously regard mass media as an effective means of providing farmers with a continuing flow of technical and useful information. It seems highly significant that 19 of the 24 advisers listed 'getting useful information to farmers' as the most important job of mass media. The publicity and public relations roles of mass media are not as highly regarded.

"If Extension advisers act on the basis of their opinions, one could assume that the ratio of educational releases to publicity and public relations releases would be 19 to 5. A casual review of the releases issued by advisers, however, would seem to indicate that the ratio is not that high. A more thorough study would be needed to determine the exact ratio.

"Advisers seemed to place more confidence in the written word (newspapers and direct mail) than in the broadcast word (radio and television), as effective channels for reaching audiences.

"More than half of the 24 advisers named newspapers as the most effective single channel.

"All 24 Extension advisers interviewed prepare press releases for newspaper and other media outlets. The output varies from only a few releases (1-5) to a rather substantial number (21-40) of releases per month.

"Not only do the advisers have a rather high output of press releases, but they seem to give the releases wide distribution. All but one of the 24 advisers send releases to their weekly newspapers in the county and 20 send releases to radio stations. Seventeen of the advisers send their releases to daily newspapers, and 15 also send releases to television stations.

(There was) "some indication that not all releases were sent to all media indicated...the newspapers might get all releases regularly, while the broadcast media might get only certain releases, often those carrying advance promotions."

(We'll continue the excerpts from the Edwards' report in the next issue.)

1/15/69

It Says Here ...

THIS WEEK...

...we continue the excerpts from Les Edwards' report on information programs in Illinois counties. We also remind you that we have a limited number of copies of the complete report. Let us know if you want a copy.

****

Edwards Report Excerpts: (Take Two)

"While Extension advisers seem to have high regard for mass media methods, 18 of the 24 interviewed indicated that their mass media programs increased their work load, while 3 said mass media use decreased their load and 3 said mass media had no effect on work loads. These replies would tend to indicate that advisers may consider their mass media programs as supplements to their on-going educational programs, rather than integral parts of the programs themselves.

"Twenty advisers stated they wrote personal columns on a weekly basis. It was evident that the advisers were happy with the 'feedback' they were getting from their columns. The columns we saw in the press were usually well identified. In the majority of cases, however, they could have been better presented by use of subject headings. Advisers believed that the newspapers were doing them a service by printing their columns and were reluctant to approach the paper to make any changes.

"Four advisers did not write a personal column, giving as reasons that: (1) county newspapers did not like columns; (2) it was too difficult to maintain a regular column, or; (3) they preferred to release material in short news story form.

"Advisers are making more use of newspaper channels than broadcast channels. There is some indication that they consider writing news stories and columns 'easier' than preparing radio and television programs. It is difficult, therefore, to isolate the...real reasons for the adviser's high regard for newspaper channels. Does the adviser rate newspapers high because he likes writing better than broadcasting and therefore does more writing? Or does the adviser do more writing because he has a high regard for the effectiveness of newspapers? Follow-up studies may help answer those questions.

"All 24 advisers used direct mail and were able to identify a mailing list divided into five or more categories. The use of direct mail in an average month varied (from 1-5 pieces mailed a month by 13 respondents, 6-10 mailed by 9 respondents and 11-20 mailed by one, with one adviser in 'don't know' category).

"Advisers' facilities to provide a direct mail service vary. Those advisers using direct mail frequently had the equipment or well-trained office staff, or both, to get the job done properly and with expediency. Others had little or no equipment and office staff, and were unable to handle more work.

"A number of advisers have made a good attempt to increase readability and dress up direct mail pieces to gain attention.

"Some advisers classify a meeting notice as a direct mail piece.

"Twenty-three advisers said they sent between 1 and 20 photographs (to newspapers) each month. One reported that the newspaper he serviced did its own photography. All reported that photographs were used by newspapers at a satisfactory level. Seven advisers said they had 100 percent published; ten had more than 90 percent published. More than half the sample felt they needed more training in photography."

(More next week...) 1/20/69

It Says Here ...

Excerpts From Edwards' Report (Cont'd.)

"A review of...responses leads to the obvious conclusion that Extension advisers consider 'lack of time' the primary reason for not making more use of the various mass media methods.

"As far as the author knows, Extension advisers have been given no precise guidelines to follow in determining how much time they should spend on mass media. Some advisers seem to set aside blocks of time for the preparation of news stories, radio programs, direct mail pieces and so on. Others seem to handle these responsibilities 'when they have time.'

"In addition to 'lack of time,' advisers listed other reasons for not making more use of the various mass media methods. Four advisers wanted more training in news writing, three in radio production and six in television. Some advisers indicated lack of confidence in a method as the main reason for not doing more work with that method. But in relatively few instances did the adviser list lack of media cooperation as a valid reason for not doing more.

"....no adviser listed 'lack of material' as a reason for not making more use of mass media.

"The Office of Agricultural Communications employs a trained editorial staff to maintain a regular flow of mass media material to Extension advisers for their exclusive use. Individual departments of the University of Illinois College of Agriculture also supply material directly to counties, and advisers get additional material from commercial sources. The Extension advisers were asked to rank sources of information for use in their various mass media programs.

"Farming situations or experiences and local Extension events have a high priority for press, direct mail and radio. This material is supplemented with information released through the Office of Agricultural Communications.

"Commercial sources are seldom drawn upon, and it would seem that only casual use is made of information released directly from the departments of the College of Agriculture.

"The advisers were also asked to identify their primary strengths and weaknesses as related to various 'skills' needed to maintain an efficient level of mass media output.

"The four most difficult tasks were preparing a display, writing a monthly report, appearing on television and preparing visuals for a talk. The advisers seemed to feel most comfortable giving talks to either farm or city audiences, writing a personal letter, giving a radio talk and taking a picture.

"One member of the Agricultural Communications staff is assigned to each of six Extension districts as a 'field editor'....to consult with counties on communications problems.

"The advisers were asked: 'How often would you like to have a member of the Office of Agricultural Communications staff visit your office to discuss communications problems?' Five said monthly, ten said every four months, five said twice a year, two said once a year and two did not express an opinion.

"The Cooperative Extension Service also has considered locating a full-time communications specialist in each Extension district to assist advisers with their communication problems. Sixteen of the advisers said they would favor such an arrangement, six were neutral and two were opposed."

(NEXT WEEK: Conclusions and recommendations.) 1/24/69

It Says Here . . .

Excerpts From Edwards' Report

This week we conclude the excerpts from the Les Edwards' study of county information programs in Illinois:

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"It would be erroneous to infer that all advisers who are high users of mass media are good communicators. There is sufficient evidence to suggest that some mass media materials, particularly press releases, are cranked out and let fly to land where they may.

"Similarly, sending 20 photographs to a newspaper each month is commendable, but whether they get printed is not always a measure of how good the photos are.

"The high use of personal columns (20 in sample) is an indication of the importance advisers place on them. However, it is the selection of material and the way it is presented that determine the column's effectiveness.

"Those advisers who are conducting the most effective direct mail program seem to be those who recognize the technique as something more than just sending out a meeting notice.

"As a general recommendation, it would seem that all advisers might benefit by 'putting themselves into the reader's shoes' and taking a long, hard look at their annual communications output. Invariably, it looks different from this vantage point. Even the best can be improved.

"Mass media workshops: There is a need to provide Extension advisers with the opportunity to regularly sharpen their mass communications skills. Although effective communication is vital to Extension education programs, mass media sessions at U. of I. fall and spring conferences often take a back seat to agricultural subject matter sessions. Thus, many of the advisers miss an opportunity to improve their mass media techniques.

"A series of 'doing' mass media workshops on a district or multi-county basis would be worth developing to provide valuable help to advisers.

"Time and mass media: Lack of time is a primary reason given by Extension advisers for not making more use of mass media. A study of the way in which advisers use their time may provide guidelines as to how they might better distribute their hours to improve the use of mass media education programs.

"Two additional observations, based on informal adviser comments noted during the course of the survey, are these:

"Subject matter flow to advisers: A close study of the timeliness of Extension stories sent to advisers is urgently needed. Too much good material is never used because it arrives at the adviser's office too late to be timely. Subject material for press releases needs to be coordinated to the needs of advisers in the north and south of the state. Material released directly to counties could be more effective if the needs of the counties were better understood.

"Improve relations with local media editors: Advisers need to get better acquainted with their media outlet editors. Regular visits by field editors to counties could greatly assist county advisers in maintaining a close liaison with editors of local newspapers, radio and television stations. This would create a better understanding between the adviser and the local editor."

******

Last call: If you want a copy of the complete report, let us know. We still have a few left. 2/3/69

It Says Here . . .

The Language, She's A 'Changin'!!

Words do have fine shades of meaning. Consider eager and anxious, for example. Both often are used to express "enthusiastic interest." But in recent years we have noticed anxious being used much more frequently when eager might be the better choice.

Webster concedes (and we agree) that the two words are used interchangeably. But you still will find this distinction in the dictionary:

Eager implies "ardor and enthusiasm and sometimes impatience at delay or restraint."

Anxious implies "extreme uneasiness of mind or brooding fear about some contingency."

Only as a third choice does Webster define anxious as "ardently or earnestly wishing...."

To illustrate the point: We may be eager to begin our plane trip to Miami, but anxious about the possibility of finding ourselves in Havana instead.

Consider also apt and likely. Some of us have always thought of apt as meaning "unusually fitted or qualified" and likely as meaning "probable or fairly certain."

Hence we've leaned to "likely to happen," rather than "apt to happen," just to make one comparison on usage.

But Webster does list likely as one meaning of apt, and this demonstrates that the many people who have said "apt to happen" have influenced our language.

Turning the comparison around, however, about the nearest likely comes to meaning apt is when the meaning (of likely) is "suitable" or "apparently qualified," as in "a likely candidate for the job."

But enough of this. You're apt to get tired of this subject and we're anxious to talk about something else anyway.

Help Editors Avoid Mistakes

A recent news story reported that the county Board of Supervisors had approved "a request by members of the Extension Council that a referendum be held...."

A 7-column banner headline, however, proclaimed "BOARD OKAYS FARM BUREAU REFERENDUM."

The reporter wrote a good story, but the headline writer completely misinformed the readers. We were asked what Extension can do to make sure stories and headlines report accurately. We have four suggestions:

1. Make sure the staff and management of the media serving your county have been informed adequately about Extension--its organization, administration, finances, lines of authority, relationships, and so on. It would be a good idea to spell out all this in a letter to the editor with a request that he circulate your letter to members of his staff who might be handling Extension stories.

2. Whenever possible, provide editors and reporters with background information before and after a meeting.

3. When a serious error is made, diplomatically call it to the attention of the reporter or editor.

4. Be as tolerant of the newspaper's mistakes as you hope its staff will be of those you make. 2/11/69

It Says Here . . .

Cliff Scherer, our communication specialist in radio-television, has completed his Master's thesis on radio public service spots. In this week's It Says Here, Cliff shares his findings on how radio stations view the public service spot announcement.

In 1866 when President Lincoln signed the Morrell Act establishing land-grant colleges, 66 percent of the U.S. population was rural. And 25 years later when the Smith-Lever Act created the Cooperative Extension Service, more than one-fourth of our population still lived on farms. So it has been quite natural that our traditional audiences are rural.

But in recent years, colleges of agriculture and the Extension Service have been called on more and more to serve nonfarm audiences. There have been, basically, two reasons: first, colleges of agriculture and the Extension Service have usable information that can help urbanites in their complex living situation--making better use of their food dollar, improving their selection of meats and foods, helping them avoid trouble with credit, helping them improve their own environment, lawn, garden, home and many others.

Second, colleges of agriculture and Extension have an obligation to inform the tax-paying citizens about what is happening in agriculture. This cry for help has come from the rural farm audiences as much or more than from urban ones: "We need to explain agriculture to the urbanites." "Agriculture is a minority in a majority controlled society." "Voters and taxpayers need to understand the importance of agriculture to the community and some of the major agricultural problems."

But the question remains, how can we best reach the urban audience? One minute or 30-second public service spots on radio may be an excellent method of reaching the urban audience with agricultural information according to a recent survey of 143 Illinois radio stations.

Perhaps surprisingly, radio station managers appear eager to receive and use 30- or 60-second public service spot announcements on urban-agricultural topics.

The survey study concluded that:

1. A high percentage of all radio stations would like to receive and will use urban-agricultural public service spots produced and distributed by the University of Illinois Cooperative Extension Service.

2. Radio stations located in urban areas indicate less interest in urban-agricultural announcements than rural stations, but the indicated usage by urban stations is high enough to reach large groups of presently unreached audiences.

3. Urban-agricultural public service spots of informational nature offer the U. of I. Cooperative Extension Service a tremendously efficient avenue for reaching a vast number of urban and farm residents.

4. The ideal urban-agricultural public service spot announcement would be of an informational nature, rather than promotional, sponsored by the U. of I. College of Agriculture, with a subject acceptable to the station audience, suitable to the station format, produced on either magnetic tape or sound disk, voiced by a professional radio announcer and available as both 30- and 60-second spots.

County advisers may be able to take advantage of station interest by working with the station manager.

2/18/69

It Says Here . . .

Coffman To Farm Journal

Mid-February saw us losing Bob Coffman to Farm Journal. Bob will stay in Champaign-Urbana, where he's setting up a regional office for FJ. For us, Bob covered animal science, ag engineering, horticulture; was District V field editor; and was responsible for putting together material sent to farm publications.

NACAA Info Contest Entries Due May 15

Dick Weller, adviser in McDonough County, has sent along a booklet on the 1969 NACAA Public Information Awards Program.

In addition to the glory, there's a bit more money involved this year if we get enough participation.

If you haven't received a copy, you will soon, we're told. We join Dick in urging you to read the rules, then submit your entries. Deadline for entries is May 15.

Info Smorgasbord

Extension Adviser Boyd Lahr, Crawford County, serves up quite a smorgasbord of information in his office. In addition to the usual publications rack, he has a table spread with handouts on material presented by specialists at winter meetings. Farmers can either browse through these while waiting, or pick up a copy "to go."

Lahr also puts recent issues of magazines on the table at times, with a note and page number scrawled on the cover to direct attention to an article of interest to farmers.

He also puts several of his three-ring reference notebooks out where farmers can come in and answer many of their own questions. These reference books are labeled clearly as to subject matter.

Experience has helped Lahr develop a schedule for rotating the circulars in the publications rack, according to topics of seasonal interest. By watching which publications are going fastest, he is tipped off to what subjects people have a current interest in. He can then discuss these subjects further in his newspaper column or on his 10-minute weekly radio program.

Miscellany

Next time you read, write, hear or say "reason why," try eliminating the word "why" and see if meaning is changed.

You probably will find that the "why" is implied and you thus don't really need it.

For example, "There is no reason why farmers should bear this cost" comes out "There is no reason farmers should bear this cost" when you delete the "why." Try this on a few other typical "reason why" usages and we think you'll agree the "why" doesn't add much.

And now to the "whether-or-not" question. As with the "why" in "reason why," the "or not" in "whether or not" frequently is implied and thus becomes just so much excess baggage.

Example: A fairly typical usage might be "Whether or not he will be elected remains to be seen." But we convey the same thought if we merely say "Whether he will be elected remains to be seen."

So try taking out a few of the "or nots." Chances are it won't hurt a bit.

Have you ever been introduced or otherwise referred to as a "that" or a "which"? "A man that..." or "A man which ...," for example?

"Which" and "that" may be acceptable in referring to dogs, cats, other four-legged animals, inanimate objects, ideas and a few other things. But people should rate a "who" in either written or oral references. 2/24/69

It Says Here . . .

You're On Camera

If enthusiastic participants are any indication of success, our television workshop last Thursday and Friday rated an Emmy. As Gleason would say, "Mmmmmm, but they were a good group!"

Although home economics Extension advisers have been doing a good job for years on the "Dick Herm Show" WIRL-TV, Peoria, they decided they could improve their programs if they had some help. So at their request, the Office of Agricultural Communications conducted a two-day workshop here on the campus.

We discussed the audience, programming techniques, subject selection, program organization, visualizing programs, and on-the-air techniques. In addition, the nine participants each selected a topic which they presented in a simulated TV studio. Presentation and visuals were critiqued by the other advisers and the communications staff.

In evaluating the workshop, the advisers found it helpful and a stimulating change in their busy schedules. The communications staff found the workshop equally stimulating and helpful--and fun.

Advisers attending the workshop were Margaret Esposito, McLean County; Carolyn Quade, Tazewell; Carrollyn Hunt, Marshall-Putnam; Mary Margaret Smith, Woodford; Ruth Hensen, Livingston; Pat Sullivan, DeWitt; Flo Banwart, Peoria; Helen Sullivan, Livingston; and Emily McElhaney, Logan.

Having Trouble Changing Carousel Trays?

There's a way to change slide trays on a Carousel projector that won't interrupt a long show. Here's how to do it easily:

--Put slides 1 through 80 in the first tray as usual.

--Put slide 81 in the projector gate (that's down in the projector itself so the slide is being projected).

--Put the rest of the slides in the second tray.

--Put the first tray on projector, set at 0.

--Turn on the projector (slide 81 will be on the screen).

--Advance to slide 1 (slide 81 will go up into the "0" slot).

--Turn the projector off until it is time to show slide 1.

--When slide 81 comes on the screen during your presentation, the first tray will be in the "0" position; remove the first tray and replace it with the second tray. Do this rapidly so the new tray will be ready.

--When you advance to slide 82, slide 81 will go into the "0" slot again, but this time it will be in the second tray. When the show is finished and you remove the second tray (by pressing the select button and turning the tray to "0"), slide 81 will be exactly where it started--in the projector. Don't forget to remove it after the presentation.--From "Reaching People." 3/4/69

It Says Here . . .

Press Conferences

AGRI-MARKETING magazine recently offered these "Guidelines for Press Conferences." We've adapted the material for county use. Some counties are making good use of press conferences. Others may want to use this communication tool to help foster their county information effort.

Press conferences can provide significant information or they may be worthless and a waste of Extension's money and time. If you call a press conference to announce a change in staff or a new building, you've wasted the media's time and made withdrawals from the "Bank of Good Will."

When To Hold: Give as much advance as possible in setting the press conference date. Electronic and print media prefer four to six weeks.

Timing: Most media personnel prefer the middle of the week for the conference. They dislike night sessions. Keep the session short, moving and to the point.

Whom To Invite: Invite the press people you work with. Always send the invitation to the man in charge of ag communications: the magazine editor, radio or TV farm director or newspaper farm editor. Never send the invitation to the president, publisher or manager of the advertising department with the command to send an editor. Consider a follow-up telephone call or personal visit with the media representative.

Press Kits: Depending on the nature of the press conference, you may want to prepare a press kit which might include copies of news releases covering the day's program; names, titles, photographs and backgrounds of key people; fact sheets from which the press can compose its own story; possibly background material on agriculture.

Channels of Communication Must Be Kept Open

"Coordination and communication are indispensable. One may say that coordination is a product of effective communication. Not only is communication absolutely essential in any organization but the application of particular techniques will largely determine the process of decision making within the organization. No step in the administrative process is more generally ignored or more poorly performed than the task of communicating decisions to those concerned with educating them. In my opinion, no task is more important for the administrative agent than that of making sure he is communicating fully with his staff and they in turn feel free to communicate freely with him on professional matters which concern the effectiveness of the county program.

"Regularly scheduled staff meetings provide the most effective means of communicating policies, problems and accomplishments with one's colleagues. Accurate minutes of meetings, involving decisions that have been made, should be kept and sent to those involved. Sharing copies of letters and memoranda between staff members will also help to improve communications. The many services of the editorial staff through their newsletters, radio and TV programs and publications are important. Committees provide for an effective exchange of viewpoints and are sometimes so constituted so as to bring together people whose philosophies and programs need to be coordinated."--From Robert C. Clark's material in The Idea Distiller.

3/12/69

It Says Here . . .

Olney Daily Mail Features Richland Extension

The Richland County Cooperative Extension Service was the subject of the second in a series of articles on federal and state agricultural services located in Richland County.

The article appeared in the Olney Daily Mail and was written by Dan Yount. Both Agricultural Adviser Paul Wirth and Home Economics Adviser Barbara Harlan had a part in the planning of the article.

Basically, the article reports the role of the Richland County Cooperative Extension Service. And it helps Richland County people understand the relationship with the University of Illinois.

The article explores the programs in agriculture, home economics, youth work and resource development, and it ends with a thumbnail history of the organization.

Good planning and a good working relationship with the press contribute a great deal to the success of such a feature. The approach is a good one and can certainly be helpful in the continuous process of keeping people aware of Extension.

Who's Listening To You?

If you are in doubt about who's listening to your radio programs, try a meeting poll. Have a simple show of hands for listenership for the strong signal stations for your county.

You may find that your youth clients are listening to an out-of-county station featuring rock and roll music, or your middle-age cooperators are listening to a metro or regional station with a strong news orientation.

Another guide to listenership is bulletin offers on the air or a simple questionnaire sent alone or with other material or collected at a meeting.

Finally, check with the radio station for any information it might have on listenership. Look at time of day, age of listener, sex, occupation, or any other categories which may interest you. This information will help you adapt material to the audience which listens to the particular station with which you're working.

Remember, though, that these methods will not necessarily give you a representative or "random" sample of the general public. So evaluate your results, taking into consideration the survey's limitations.--From University of Minnesota's Reaching People.

Don't Forget Follow-Up Stories

A follow-up story on a meeting normally offers more newsworthy material than the advance story. So don't forget about a meeting after it has been held. Many editors feel that you "owe" them a follow-up if they've run an advance story on the meeting. And some people may learn more from reading a well written follow-up story than they would have learned by attending the meeting.--From University of Minnesota's Reaching People.

3/18/69

It Says Here . . .

Welcome, New Workers

We're delighted to have new workers on campus this week. Jim Evans, head of our teaching and research section, is working with a crew to put together a two-hour session on communications.

The same dilemma looms again this year: How to make the best use of the two-hour sessions.

At any rate, we're glad for the opportunity--despite the time limit.

Newsletters--What About Them?

A report from the Pennsylvania Extension Service on how people like to receive information shows the choices in order are: newsletter, radio, newspaper, TV, meeting, visit and telephone.

The studies show that not only do people prefer to receive information via newsletter but also that the newsletter is an effective way to reach people with information. All the studies show that the newsletter was the desired form for receiving information.

A well-prepared newsletter does reach a pinpointed audience, does insure the sender that his copy will appear as he prepared it, and does have more permanence than most media. But it also makes sense to aim for a media-mix, using the method best suited to a particular message. Radio may fit one situation, radio and press or press alone another, newsletters another and so on. What that mix will be depends on local county situations--something that advisers who study their own situation know best.

TV For Your Handbook

Included in this week's packet are eight television units for your Communications Handbook. Since Unit 2 was completed a number of years ago, your Handbook should already contain this unit.

We're enclosing these units: No. 1--You and Television, No. 3--Using TV Facilities, No. 4--Looking Your Best, No. 5--On-the-Air Presentation, No. 6--Television Visuals, No. 7--Six D's of Creativity, No. 8--Blueprint for Action and No. 9--Television Do's and Don'ts.

Improvised Lettering

If you don't have a stencil brush and special stencil ink handy try a shoe brush dauber and black shoe polish. While not as permanent as ink or paint, shoe polish has a wax base and will serve well for temporary signs.

Myers And Weller Still Looking

Extension Advisers Warren Myers and Dick Weller are still looking for entries in the 1969 NACAA Information Awards Contest.

Last year William Harryman and Ken Jones--both Illinois advisers--were national winners. And while two out of six is pretty darn good, three out of six would be even better.

Entries should be sent to Dick Weller in McDonough County by May 15. The awards are even better than last year Dick says.

So, don't be part of the crowd that says, "I've got better than that at home." Get in on the cash and the glory. Meet the May 15 deadline. 3/26/69

It Says Here ...

It's Here!!

The ultimate in Home Show Displays has just been completed! It features "Extension publications" on lawns, fruits, ornamentals and vegetables. Four publications are shown via colored transparencies of the covers: Circular 982, Keeping A Lawn; Circular 935, Growing Small Fruits in the Home Garden; Circular 930, Flowering Annuals for Sun and Shade; and Circular 981, Growing Tomatoes at Home.

Actual covers of other publications--Circulars 882, 884, 921, 942, 962 and 963--are displayed along with information about the Cooperative Extension Service. Space is provided for county office identification if desired.

This display is a self-contained, free-standing unit approximately 7 feet tall, 3 1/2 feet wide and 1 foot deep when closed. It weighs about 200 pounds and will easily fit into most station wagons. It can also be shipped if you want to "foot the bill."

When opened, the display measures approximately 7 feet by 8 feet by 3 1/2 feet. One 120-volt electrical outlet is required (about 300 watts). A small table is included with the display for handouts or sign-ups.

To borrow this or any other loan exhibit, send your request to:

Display Section
Office of Agricultural Communications
62 Mumford Hall
University of Illinois
Urbana-Champaign Campus
Urbana, Illinois 61801

or call Vernon Brazle or Jim Griffith at 333-0905.

Say It With A Column

Unlike a news story, a column gives you the opportunity to be yourself. Here you can talk in the first person as you would in a personal conversation. You can use "you" and "I" at will.

There are no hard and fast rules for column writing since what you're actually doing in a column is talking with your friends.

In writing your column, DO:

--Give the reader timely, helpful information.
--Keep it original.
--Mention the little things--where you were last week, whom you saw, how plowing is coming, which foods are good buys.
--Sprinkle it with names--local farmers, homemakers, agricultural leaders, 4-H'ers.
--Develop a friendly style and stick to it.
--Keep your column on a regular schedule.
--Keep your writing simple and easy to understand.
--Vary the length of your items.
--Plug coming events, but make sure you write individual announcement stories first.
--Cover a variety of subjects. Have something for everyone.

In writing your column, DON'T:

--Use the column for airing personal views.
--Fill it with press releases.
--Tell about a particular person's experience when it reflects on his judgment or when he doesn't want to be quoted.
--Write too much on any one subject.

3/31/69

It Says Here . . .

Press Releases

Recently, AGRI-MARKETING magazine offered these "Guidelines for Press Releases." As with the material on press conferences we sent last month, we've adapted this material for county use. Some counties are making good use of press releases. Others may wonder why their releases never see the light of day before they hit the editor's wastecan.

Think in terms of the reader when writing a news release. What will the information you have do for him? Will it help him farm easier, better or more profitably? If so, you have the makings of a good release.

Editors, if they are to stay in business, must see things through their readers' eyes. Your news must have some impact on farming or farm people if it's to have much value to a farm editor.

Study your local media. Get acquainted with the farm editor, if you haven't already done so, and learn the interests of his readers. Preparing and mailing releases is a costly business. Don't waste your time and money by sending releases to publications having no use for them.

Date your release. Also, include your name, address and phone number. Be accurate and factual in your writing. Use a minimum of comparatives and superlatives in describing your topic, meeting or event.

Talk in simple terms and use words likely to be understood by the audience you hope to reach. Don't continue to send out meeting notices about one meeting with the hopes of getting free advertising. Don't editorialize. Leave that to the editors!

Send your releases to the editor--not to the advertising manager, space salesman, publisher or company president. The editor will decide whether or not he will use your information.

Check your mailing list to be sure the editors you want to reach are on the list. Also, watch for duplications. One release is just right. Two, three or four of the same thing are annoying.

Don't bug editors by asking, "Did you get the story?" "Will you use it?" If your story has value and interest, chances are good that it will be used.

Plan a picture to help tell the story. A close-up picture which shows clearly what you're talking about is usually best. Keep the picture's background simple, to keep attention focused on the main subject.

Keep captions brief and simple. Paste picture captions at the bottom of the picture, rather than on the back. This will help the editor read the caption and look at the picture at the same time.

Be sure pictures are of high quality and of a size usable in the newspaper.

Radio-TV Sales Up

If you question the reach of radio and television, check these recently released figures. A record-breaking 6.2 million color TV sets were sold in the United States last year. Total home sales of radio sets excluding television, phono combinations, and automobile radios reached 34.3 million units in 1968. Sales of automobile radios accounted for 12.5 million units. FM home radio sales amounted to 15.9 million units in 1968.

4/8/69

It Says Here . . .

In-Depth Reporting

In localizing some of the stories you receive from this office, you will, in effect, be reporting in-depth. In-depth reporting is not as hard as it sounds, but does require more effort than "batting out" the one-page release on a local 4-H event.

Desmond Stone, chief editorial writer for the Rochester (N.Y.) Democrat & Chronicle, offers these suggestions for writing in-depth stories:

--Read all relevant background material you can find on the subject. Be well backgrounded before you begin.

--Go to a couple of local sources whose integrity you've learned to trust and respect.

--Allow time for the interview. No one will "drop pearls" in a five-minute discussion. But he might at the end of an hour. Never tell the person you're interviewing what he ought to be saying.

--Try to see things happening. Eyes are often as important as ears.

--Take as many notes as you feel you need. Don't be dismayed if you arrive at a state of confusion in your own mind. In fact, if you don't get that fogged feeling at some point in your soundings, it may be you began the project committed to a preconceived conclusion.

--Cut off your research (the hardest thing is to know when to do it) when you have asked all of your questions and when you start getting the same answers.

Have your notes typed and sort them into appropriate groupings.

Worry your material like a dog with a rat. Shuffle it. Shake it. Squeeze it. Love it. Hate it.

Write an abstract of your findings. This often has the effect of compelling you to distill the essence of your piece and provides invaluable guidelines for the actual writing.

Then expand your abstract adding facts, findings and conclusions until you have a tight, well-organized, readable story that your editor will accept.--From Illinois Press Association.

Reporting Back

County advisers, especially youth advisers, often have the responsibility of reporting out-of-town events involving local persons back to the local media. First step in planning coverage is to notify your local media in advance that a local person or delegation will be attending the event.

Ask the newspaper editor or radio or television station news director how he would like to receive event coverage. Here are a few of the most common methods for reporting back:

1. If it is a one-day affair, he may prefer that you work up a story immediately following your return or phone the information to him as soon as you return.

2. If the meeting extends over several days, the daily newspaper editor may prefer that you phone reports to him each day if "local news value" justifies such a call.

3. If the press wire services are covering the event, the editor may request coverage through these services. Brief the editor on the nature of the event before you leave. It may be that the editor or news director will want specialized local coverage of the event even though UPI and AP are covering the affair.--From Tips for Type and Mike, Oregon State University. 4/16/69

It Says Here . . .

Story Writing

The job of writing is easy for some, hard for others. Nonetheless, it is the job of writing. Santford Martin, editor of American Potash Institute, says in his publication, Dr. Writer and Mr. Talker, that the first job in writing a story is to plan what you want to write and how you want to arrange the material.

Martin looks for these five points in a story submitted for publication in his Better Crops magazine:

1. The lead sentence: what it says and how it says it.

2. The title: how fast its meaning strikes me and how simply it is worded, for interest and identity.

3. The paragraphs: how long and loaded or how short and open, what breathing room appears around them, what white space.

4. The sub-heads: how much logic to their sequence, how much story they tell, how catchy their wording.

5. Content character: how obvious are its major points to the scanner, the guy who races through sub-heads and a few paragraphs hunting for something that interests him.

Writing Principles

There are literally thousands of writers and as many experts who have many ideas on how to write. But there are no fool-proof rules, no formulas that we can give you to make your writing clearer, more understandable. However, we can offer these principles you can learn to practice.

Use familiar words. Choose words to express, not impress; to share ideas, not display your knowledge. When you weed out needless words, you turn more to active verbs and lean less on the passive crutch.

Write clear sentences. A clear sentence usually has one idea. Short sentences make for clear sentences--averaging 15 to 20 words.

Build short paragraphs. Keep paragraphs short so your writing will have built-in breathing space. Long, unbroken paragraphs discourage readers. Such copy looks dull, heavy and uninviting. Limit the number of ideas per paragraph to one. A one-sentence paragraph can give you a paragraph break and provide white space around your copy.

Make your pen talk. Don't back into ideas with passive voice verbs. Make your copy sing, dance, prance. Use small words that are crisp, brief, terse--go to the point like a knife. Tell it like it is. Use the "KISS" approach--Keep It Short, Simple.

Put rhythm in your writing. Rhythm is insurance against monotony. Don't make every sentence short and simple ended by a period. Vary your sentences--both length and pattern. Throw in some personal sentences. Then a question. Then some quotes or direct requests. Variety holds your reader.

Tune to reader experience. Use narrated illustrations, safe analogies or even an anecdote or two to stay in tune with reader experience. Create word pictures.

Polish your story. Read it several times--one for content; two for organization; three for development; and four for style. Test points for relevancy. Do ideas logically follow each other? Are major points underdeveloped? Watch for misplaced words, awkward round-about phrases, cumbersome sentences and overloaded paragraphs. 4/22/69

Office of Agricultural Communications / University of Illinois at Urbana-Champaign
College of Agriculture / 330 Mumford Hall, Urbana, Illinois 61801

It Says Here . . .

Ten Commandments For Technical Writers

1. Thou shalt remember thy readers all the days of thy life; for without readers thy words are as naught.

2. Thou shalt not forsake the time-honored virtue of simplicity.

3. Thou shalt not abuse the third person passive.

4. Thou shalt not dangle thy participles; neither shalt thou misplace thy modifiers.

5. Thou shalt not commit monotony.

6. Thou shalt not cloud thy message with a miasma of technical jargon.

7. Thou shalt not hide the fruits of thy research beneath excess verbiage; neither shalt thou obscure thy conclusions with vague generalities.

8. Thou shalt not resent helpful advice from thy editors, reviewers and critics.

9. Thou shalt consider also the views of the layman, for his is an insight often unknown to technocrats.

10. Thou shalt write and rewrite without tiring, for such is the key to thy improvement.

Check Your Handbook

We think our "Communications Handbook" rates a choice spot on your shelf of communications references. And we're often surprised to learn that some of you aren't even aware of its existence.

We've up-dated our Table of Contents and are enclosing a copy for you in this week's packet.

Before you insert the new contents list in your handbook, would you check to see that your information is complete. If you need single copies of any units, let us know.

On Abbreviations

In this jet-age time when the "mod" thing is to use abbreviations, writers often get hung up on punctuation. We've found this rule-of-thumb to be helpful: When the abbreviation does not spell a word, there is no need for periods. For example, you do not need periods for DHIA, ISAFA, NACAA or IRS. But you do need periods to separate the letters when the abbreviation spells a word. For example, A.I.D., C.O.R.E., U.S. and A.C.E.

Lead'em Or...

The lead sentence or paragraph in your news story is, without a doubt, the most important part of your column. If your lead paragraph doesn't attract and hold the reader's interest, you've wasted your time, your editor's time and valuable space in the newspaper. You have to lead'em or lose'em.

You can't expect readers to get past the first paragraph if you don't put something there. Your lead paragraph serves a two-fold purpose: (1) attracts and holds reader's interest; and (2) indicates what the column is about.

One thing you can do to attract the reader's attention is to add a cup of color. Spend a lot of time on your lead. Write it well and you will have made a major start in attracting readers. Write colorfully. Write mental word pictures, without stating the obvious.

Write shortly, simply and clearly. Write to inform, not impress. 4/29/69

It Says Here . . .

One Syllable

Several years ago, Joseph Ecclesine wrote the following in Printers' Ink concerning Words of One Syllable:

"When you come right down to it, there is no law that says you HAVE to use big words when you write or talk.

"There are lots of small words, and good ones, that can be made to say all the things you want to say, quite as well as the big ones. It may take a bit more time to find them at first. But it can be well worth it, for all of us know what they mean. Some small words, more than you might think, are rich with just the right feel, the right taste, as if made to help you say a thing the way it should be said.

"Small words can be crisp, brief, terse--go to the point like a knife. They have a charm all their own....Like sparks in the night they light the way for the eyes of those who read. They are the grace notes of prose. You know what they say the way you know a day is bright and fair--at first sight.

"And you find, as you read, that you like the way they say it. Small words are gay. And they can catch large thoughts and hold them up for all to see, like rare stones in rings of gold, or joy in the eyes of a child. Some make you feel, as well as see: the cold deep dark snow, the hot salt sting of tears.

"Small words move with ease where big words stand still--or worse, bog down and get in the way of what you want to say. There is not much, in all truth, that small words will not say--and say quite well."

On Clear Writing

Dr. Fred Waugh passes on these comments: Some of the best writing has been dictated. But before dictating, you've got to know what you want to say. ...Try to think who your reader is; dictate to him, not your secretary.... Good writing should answer four questions:

What is it? Why is it? What of it? What ought to be done about it? Then have your secretary triple space the rough draft so you'll have room to rewrite.

Maximum Impression?

From the Christian Science Monitor comes a note about "anti-communication" that might give us all a lesson. The next time you're writing something and trying to make a maximum impression with a minimum meaning, think about this:

...Much communication has come to be "anti-communication." Its purpose is not to inform, clarify and establish a warm interchange of thought and feeling. Rather there is a development of vocabulary, for example, "combining a maximum impression of impact with a minimum definition of meaning." The "bombardment" blunts not only language, but "the human being's capacity for mature response discrimination, perception and understanding, denying, in fact, every purpose inherent in the concept of communication.

Fun & Games

Who in the county office knows what or where the Office of Agricultural Communications handbook is? If you know what or where it is, is it up-to-date? The sections on television included? New index in? 5/6/69

It Says Here . . .

Final Call On NACAA Info Contest

If you haven't submitted any entries in the NACAA Public Information Awards program, you'll need to move FAST. The deadline is May 15--so why not burn a little midnight oil and get your entries on the way to Dick Weller, Box 463, Macomb, Ill. 61455. There's more prize money than ever this year.

FL vs. IP

Farm listeners vs. insect pests. Whose side are you on? We asked news directors of the state's radio stations this question when we offered them a two-minute recorded message about insect conditions in their area.

In case your station didn't feel the insect information was important but you still feel it is, you might want to fill them in on the local situation and remind them of this service. By calling (217) 333-2614 each week between 6 a.m. Friday and 8 a.m. Monday, the radio station can receive the insect condition report for both southern and northern Illinois. Stations may record either two-minute report each time they call.

After dialing the number, an automatic answering device will play the recording with U. of I. entomologists summarizing the week's insect activity and forecasting next week's problems. There is no charge except for the long distance call.

If problems should arise, the station should call (217) 333-4782.

DeKalb Reports

Ken Bolen reports that more than 30,000 persons attended the DeKalb Chamber of Commerce Spring Home and Garden Show April 26-27. The Chamber provided free space at the Show for Extension's exhibit--space which cost other businessmen $100.

Special registration cards, printed for use with the display, offered 10 U. of I. circulars of lawn and garden interest. Ken reports 92 persons registered for 552 publications. After the show, the exhibit was placed in a DeKalb bank for four days. Most persons requesting University publications were from DeKalb and Sycamore, but some from Chicago and Crown Point, Ind., made use of the handy order cards. From your letter, Ken, it sounds like you had a most successful show.

Ken also sent along a copy of the April 18 special farm section of the DeKalb Daily Chronicle. The 20-page edition is crammed full of agricultural goodies--quite a few coming from E.E. "Al" Golden and Co. in DeKalb, including many of the pictures. The rest of the material was written by the Chronicle staff with some help from the USDA and U. of I.

Back-Mounted Bullhorn

If your office receives the publication called "OECD Agricultural Review," you may be interested in the article on page 92 of No. 3/1968, Vol. 15.

The article tells how to rig a portable bullhorn so you can carry it on your back, leaving both hands free to help you demonstrate what you're talking about at field days or other similar functions. If you don't see the publication, and if you're interested in details, let us know and we'll try to get you a copy of the article.

*****

What we say is not nearly as important as what the person we're talking to thinks we're saying. 5/13/69

It Says Here . . .

Improvised Lettering

Try a shoe brush dauber and black shoe polish for lettering--if you don't have a stencil brush and special stencil ink. While not as permanent as ink or paint, shoe polish has a wax base and will serve well for temporary signs.

You can buy stencils of different size alphabets at stationery, art supply or five and ten cent stores at around 30¢ a sheet.

This oiled card is called "oak tag" and you can buy it in sheets at art supply houses if you want to cut out your own stencil.

Also suggested, if you can't find a place that sells "oak tag": Use back covers of National Geographic, or office file folders. Spray or paint the stencil with clear acetate before you use it--makes the stencil easier to clean after you use it and also makes it more durable for repeated use.

The best tool for cutting a stencil is an exacto knife or a mat knife. But a pointed penknife with a fine sharp edge also works well. Don't cut on a glass or metal surface or you'll quickly dull the point of the knife. Plywood, board or stout cardboard makes a good cutting base.

You can trace designs on a stencil by using carbon paper or by "leading" the back of the design to be traced with a very soft lead pencil. Designs and letters, such as A B D etc., which have "islands," must have connecting bridges to hold them in place or they will drop out. The letter "O," for example, will stencil as a solid circle unless the center piece has a narrow bridge on each side to keep it in place.

Stencil paint should have a thick paste consistency. If it is too thin it tends to run under the edges of the stencil, resulting in a blurred or fuzzy image. Thick paint produces an image with sharp edges. (Adapted from "The Visualizer," published by FES, USDA.)

Kewanee Paper Features Extension

Fred Holhubner, assistant state leader for District 1, calls our attention to the Kewanee Star-Courier's Spring Farm Tab issue.

Editorial content of this special issue shows heavy use of Extension information. We found excellent contributions from Extension staff members of Henry, Stark and Bureau counties. Among them were by-lined articles by Ray Mowers and Dorothy Ham, Stark County; Darl Fike, Linda Foreman, Hugh Ross and Dan Hoge, Henry County; and Jon Ellis and Louise Moody, Bureau County.

Someone in the three counties also made good use of several stories originating from our office here at Urbana.

Shelby County Reports

Ed Ballard and Karen White report that Shelby County celebrated 4-H Week from April 20-26. Here's how they handled their public information program:

They prepared three releases for the county's one daily and seven weekly newspapers. They also localized three releases from the 4-H packet from our office.

4-H Week was also publicized through a window display contest, with 35 of 48 clubs taking part. Displays were located in 14 communities. 5/20/69

It Says Here . . .

Learn Powerful Words

"Learn the power of words, particularly short, short words. Carefully chosen, active, moving words communicate best. They bridge barriers to understanding. Powerful, moving, colorful words are often the shortest words and most creative words--like clash, zip, thrust, zoom, smash, charge, bash, cringe, slash, hurdle, curdle, glower, leap, crimp, slug, hug, grab, gird, churn, grate. But so are sedate feminine, sophisticated words like tattle, prattle, tiff, squirm, squeamish, flutter, flit, prance, hop, skimp, meander, tiff, float, twitch, peek, amble, stride, stroll, faint.

"How you use them is creativity. How do you go about finding this creativity?

"Don't expect it to develop or demonstrate itself automatically, or in the same way in everyone. Some have to have the excitement of brainstorming--an electric environment, charged with group idea-getting. Some need to be behind closed doors, after hours, or on weekends, away from phones, people, meetings. Some can plan for and structure their time for creative production--set aside a time when they must and do create. Still others stew and fret, collect and sift over a long time. Then when the clock's about to strike 12 on their commitment, (they) furiously jump into a marathon of productive, creative activity that would kill a rhinoceros."--From a speech by Richard J. Cech at the 1968 AAACE meeting, as reported in the AAACE journal, "ACE.")

Direct Mail Is Big Business

A recent "Editor's Letter" from Walter John, FES Information Services director, included capsule comment on direct mail, as discussed by a speaker at a regional AAACE meeting. We paraphrase the comment as follows:

In the U.S., direct mail is a $2-1/2 billion industry. How effective direct mail is depends about 40 percent on the message, 20 percent on how it's packaged and 40 percent on audience.

Commercial users of direct mail send a letter, brochure, reply card and a guarantee. Important factors in the package include size, shape, color material, odor and sound.

The speaker also predicted tapes will become a big item in direct mail.

Word Corner: Sharpen Up!

Weed out the wasted words in these expressions: absolutely complete, very latest, basic fundamentals, necessary requirements, cooperate together, consensus of opinion, ask the question, period of two weeks, factual information.

How many of these redundancies are you in the habit of using? Probably every one of us could improve our speaking and writing by being more concise.--("Reaching People With Information.")

Also noted in the Editor's Letter:

The Canadian Department of Agriculture sends a newsletter to all of Canada's 425,000 farmers each month. It's called "Farm Letter" and is printed in both English and French.

Sample To North Carolina

Joe Sample, economics editor, left us recently for Raleigh, North Carolina, and a new job with Specialized Agricultural Publications. Our best wishes go with him.

5/27/69

It Says Here . . .

You CAN Write Better Newsletters

If you'd like to write better newsletters, keep right on reading.

The other day we went through a self-instruction manual that will almost certainly help you--if you are willing to study and apply the principles that the manual covers.

The manual is an Idaho State University publication, written by Ag. Editor Jim Johnson. It is interesting, very well done and FUN.

It's also 83 pages long, but don't let that worry you. We estimate you can go through it very carefully in a shade under two hours, first time around--and maybe a little less if you cheat a bit.

We'll have a limited number of copies for distribution. But you have to ask us for them, and if several from one county are interested you'll have to share one copy.

Just ask for the "Idaho manual" and we'll see that you get a copy. First come, first served and the line forms on the left.

Washington County Reports

Washington County's report on Project II (Information) notes that the local A.S.C. office lets Extension use its addressograph system.

The addressograph plates are coded to permit mailings according to farm enterprise. If you have a swine producer mailing you can run the plates through the machine and reach swine growers only, for example.

Same procedure makes it possible to send to producers of dairy products only, beef only, poultry only or strawberry growers only.

Sounds like good inter-agency cooperation, and an excellent way to make certain the right message goes to the right audience.

Also noted in the Washington County report: The office was equipped last year with an F.M. 100-watt base radio and 35-watt mobile units in a couple of vehicles.

Adviser Wilbur Smith says the units went into service about a year ago. Few operational difficulties were encountered although Smith thinks a heavy-duty battery is a good idea. The units seem to have an effective range of about 30 miles.

Smith feels anyone spending much time out in the county can make good use of such a system. It is seldom that visitors--or several phone calls--don't come into the office when advisers are out in the county.

The system also has been found "quite useful" when problems are encountered out in the county and specialist help is required. When this occurs, the call can be relayed through the county office to the university.

NACAA Entries Up This Year

Dick Weller reports 76 contenders from 55 counties in this year's NACAA public information awards program. That's up from 43 participants last year.

With more than half the counties taking part and other participation requirements met, entries will be in contention for extra prize money in five of the six categories this year.

Entries by categories include: Radio program, 26; news photo, 24; slide set, 10; direct mail, 53; newspaper column, 35; and feature story, 31. 6/3/69

It Says Here . . .

Rockwood Joins Staff

Walter Rockwood, former county agent in Franklin County (Vermont), has joined our staff on a full-time basis. Walt has been doing graduate work here at Urbana while also handling a half-time communications assignment in international programs.

Also in his background are five years experience on foreign assignment as an Extension adviser in Africa (Guinea, Togo, and Morocco) with the Agency for International Development.

He will be covering the departments of animal science, dairy science, agricultural engineering, and horticulture. He also becomes District 5 field editor.

Ron Scherer Takes On Farm Radio

Ron Scherer, graduate student who has been providing communications support to the FFA project on a half-time basis, also becomes a full-timer. The other half of his time will now be devoted to farm radio, formerly handled by Eugene Stanley. Gene is now concentrating full-time on farm television.

Attention Youth Advisers

Do you know of an outstanding 4-H leader who has used audio-visuals in an unusual or effective way? Slides, projectors, photographic displays, for example?

If so, Gorden Berg, editor of Farm Technology (37841 Euclid Avenue, Willoughby, Ohio), would like to hear from you. His fall issue will emphasize communications with special attention to audio-visuals and how they relate to 4-H work.

Berg suggests that the letter simply tell how the leader has utilized the audio-visuals.

If you'd rather give us the facts, we will even write the letter for you. If you have a contribution to make, you'll need to move fast. Deadline for his fall issue is July 1.

"Success" Stories Wanted

If you've written any agricultural "success" stories recently--or have one in mind--here's your chance to gain fame and glory.

Gorden Berg, editor of Farm Technology, is looking for such stories. See your fall, 1968, issue for examples.

Competition will be keener this year. Only the top 10 stories received are to be featured in Farm Technology, compared with the top 20 last year.

Your story should show how Extension and industry cooperate to help innovative farmers produce more and make more money. Berg suggests one or two good black and white glossies to be sent along with the story--no color prints and no slides.

If you'd like a little editing help, let us know. Deadline is July 1. Berg is at 37841 Euclid Avenue, Willoughby, Ohio.

Obst Plugs Information Program

In an events-to-come summary for Monroe County cooperators, Adviser Arlin Obst plugs the county information program. He notes the availability of some 1,000 bulletins, also suggests recipients of summary read the newspaper column and listen to the daily radio program.

We don't know how many more readers or listeners are thus gained, but the six-line plug seems like a good idea.

6/10/69

It Says Here ...

Clinton County Philosophy

We're sure the Clinton County staff will not mind sharing with the rest of you this bit of philosophy. It's from their 1968 report, and goes about like this:

"The Cooperative Extension Service, because of its flexibility and resources, has much to offer the residents of any area. But if any agency is to be effective, people must know what the agency can do and how to obtain its services.

"People are better able to utilize a service agency if they understand why it exists, how it functions, how it is financed and its relationship to other organizations.

"One problem...is public knowledge and acceptance...there is (also) the matter of image. To be accepted and utilized, an agency must present a dynamic image. A dynamic program is needed if the C.E.S. is to present this image...."

Newsletter Manual Popular Item

We've been delighted with the response to our announcement about the availability of the Idaho State University manual on writing and producing newsletters.

So far we've had responses from 33 individuals in 29 counties. In those instances where we had requests from two people in the same county office, we sent one copy, addressed to both. As we indicated, our supply is limited and we do ask that the books be shared. But we will bend the "one-per-county" policy to make it one per office in those counties (Cook County, for example) having more than one office.

Counties to which the book has been sent are Adams, Brown, Bureau, Carroll, Champaign, Clark, Coles, Cook (10 N. LaSalle office), DuPage, Effingham, Ford, Franklin, Gallatin, Henderson, Henry, Iroquois, Jasper, JoDaviess, Livingston, McLean, Macon, Marshall-Putnam, Monroe, Peoria, Pulaski-Alexander, Stark, Warren, Washington, and Will.

If you'd like to see and study the manual--and are from any of the counties listed above--check with your colleagues to see who has your county's copy, please.

Below is a sample of the writing tips that the Idaho manual offers:

Dangling Modifiers

An example best illustrates what the dangling modifier is.

"Walking through the field, the potato bushes nearly filled the rows."

Sounds silly, doesn't it? A subject is needed for the opening verbal phrase to modify. Let's call on John, and the sentence becomes--

"Walking through the field, John noticed the potato bushes nearly filled the rows."

Dangling modifiers usually make funny sounding sentences. So avoid them. Check your writing carefully. Your chances of having a modifier dangle are greatest when you write in passive voice or use impersonal sentence construction. Revise the sentence to eliminate the dangling modifier.

How about the following sentence? Does it contain a dangling modifier?

"To benefit fully from a long concert, the seats must be comfortable."

6/17/69

It Says Here . . .

For those occasions...

...when you advisers feel unappreciated, the brief article that follows should be a good antidote. It is from the University of Vermont's spring 1969, issue of Vermont Farm and Home Science. The author is Associate Editor T.J. McCormick. It's one of those "Gee, I wish I'd said that" bits of writing.

Extension's Front Line

County Extension agents fascinate writers. And with good reason. Agents take the insights of the classroom and the findings of the laboratory to the home and marketplace. On a county scale, they're migratory teachers bringing education to all who will listen.

This is heady stuff for a writer looking for a non-violent hero to spark a new age. The mind boggles at images of agents jeeping into the back country to repel an insect invasion, save a home, or rescue a child from hunger.

It almost shapes itself for the camera. Problem, crisis, and solution, then a slow fade as the agent sips a midnight coffee before starting the long drive home.

Alas, the story may be true in its essentials but false in its drama. Agents, in a sense, do all these things, but over a period of time. Like other teachers, they build slowly.

Their efforts are spread out over both terrain and subject matter. They work in agriculture, home economics, and scores of specific fields with people of all ages. Usually they work behind the scenes in relative obscurity, although their 4-H program has become world famous.

Sometimes called change agents, their main job is to put ideas to work. They take a complicated concept and simplify it until it's easily understood by their audience. They then begin to build.

This is no input-output machine, but a laborious exercise in human relations. Agents phone, write, talk, sketch, visit, hint, suggest and persuade. But mostly they listen.

They come in all ages, shapes, sizes, sexes, and colors. They need the mind of a scholar, the tongue of a salesman, and the patience of a saint. And as they lug their arsenal of communications gear to a second-floor meeting place, they'll also tell you they need the back of a pack mule.

Wherever you live in Vermont, agents are ready to serve. They're not only helpful but interesting people to know.

Full-time Job?

The Project II portion of the Edwards County annual report indicates rapid and extensive growth in the use of mass communications during the past few years. So much so, reads the report, that "the area of Extension Communications could be a full-time job alone."

Mini-lesson in Editing

Read the paragraph below, then go over it again, skipping the underlined words.

"Should we buy on time or should we wait until we can pay cash is a question which many people ask. There are several factors that should be considered in making that decision."

The paragraph has 33 words. You can eliminate 6 of them without changing the meaning.

6/24/69

It Says Here . . .

NACAA COMMUNICATIONS CONTEST WINNERS

Win, lose or draw, the 76 advisers who submitted entries in the NACAA communications contest made for some interesting competition. Dick Weller tells us that most of you know the first-place winners by now. To give you some idea as to how the rest of you fared, we are listing the top five placings in each category.

The big winner was George Myers, Scott County adviser. His first-place finishes ($25 each) in the direct mail and feature news story categories qualified him also for the $50 Sweepstakes award for best overall placing in the contest.

Here's how the placings went:

Radio Solo Program

First ($25), J.C. Eisenmayer, Henderson County adviser. Second, Larry Camp, Knox County associate adviser. Third, Harry Wright, Pike County adviser. Fourth, Paul Wirth, Richland County adviser. Fifth, William Harryman, Logan County assistant adviser.

Single News Photo

First ($25), James Hayward, Sangamon County associate adviser. Second, John Goodrich, Dekalb County associate adviser. Third (tie), William Harryman, Logan county assistant adviser; and Charles Engelhardt Logan County adviser. Fifth, David Mills, Macon County assistant adviser.

Feature News Story

First ($25), George Myers, Scott County adviser. Second (tie), Robert Schmerbauch, Wayne County adviser; and Stuart Hawbaker, Mason County adviser. Fourth (tie), Leslie Rogers, Marion County adviser; and John Goodrich, DeKalb County associate adviser.

Direct Mail Piece

First ($25), George Myers, Scott County adviser. Second, Kenneth Jones, Pope-Hardin County adviser. Third, A.A. Wicklein, Will County adviser. Fourth, Philip Farris, Kane County adviser. Fifth, Chris Scherer, Stephenson County assistant adviser.

News Column

First ($25), James Neuschwander, Ford County adviser. Second, Kenneth Jones, Pope-Hardin County adviser. Third (would you believe a 7-way tie?), Wilbur Smith, Washington County adviser; E.E. Golden, DeKalb County adviser; David Gragg, Massac County adviser; Larry Casey, Jasper County adviser; John Goodrich, DeKalb County associate adviser; Richard Brown, Wayne County assistant adviser; Charles Engelhardt, Logan County adviser.

Series of Color Slides

First ($25), Ray Mowers, Stark County adviser. (Other placings were not available at press time. We'll try to report them in a later issue.)

Awards At Fall Conference

First-place winners in state competition will receive their awards at the Fall Extension Conference at Urbana. Meanwhile, let's hope some of our state winners also score in regional and national competition. We assume that judging at the regional level now is in progress and that selection of national winners will follow soon. 7/1/69

It Says Here . . .

Mini-Problem In Editing

Does the following sentence need editing? If so, how would you write it?

"Subject matter was selected by advisers that would be of current interest to the majority of people."

(Our answer is in the next column, but no fair looking until you do your own re-write.)

Hot Weather Camera Care

Cameras have been used by professional photographers under the most adverse weather conditions--at times for long periods in the devastating heat and destructive dampness of the jungle--with no facilities for repair.

Normal care under such conditions is to keep the camera when not in use in a box containing packages of silica gel; to periodically blow out dust and excess moisture...with a syringe. Occasionally remove the lens and wipe front and back with lens tissue. First, however, remove dust with an air syringe or a soft and clean camel's hair brush. If deep dirt which cannot be removed by syringe or brush should accumulate on the lens, wipe with a lens tissue very slightly moistened in alcohol.

A quality camera should not be used near blowing sand. However, if the camera is used under these conditions, blow on it with a syringe, removing the lens and wiping with a brush and then lens tissue. The outside of the camera should also be brushed clean of any sand or dust which might have worked itself between the controls on top of the camera. When the camera is exposed to extremes in temperature, weather and environment, it should be brought to an authorized repair station for general checking and cleaning. (From "Reaching People with Information," University of Minnesota.)

Communicating With Homemakers

As a home adviser, you can choose from many communications methods. You can use them singly or in combination, according to your needs. Whether individual, group or mass, these can help you reach and serve the largest possible number of people. Your big job is to weigh the available methods, then fit them together, applying each to its best use.

Properly selected and employed, they can supplement each other, give information to more homemakers, motivate families to worthwhile action and create wider public awareness of problems faced. (Adapted from "Ideas to Help You," FES Circular 510.)

Not-So Mini Answer

Yes. It's passive voice, a bit wordy and placement of "by advisers" makes them--rather than subject matter--"of interest to the majority of people."

Could be they are. But we don't think that's the intended meaning. Let's just switch the sentence around this way:

"Subject matter that would be of current interest to the majority of people was selected by advisers."

So far, so good. Now it is obviously subject matter that "would be of current interest to the majority of people." But it still is passive voice and "the majority of" can be reduced to "most." Here's our re-write:

"Advisers selected subject matter of current interest to most people." 7/8/69

It Says Here . . .

How To Darken Transparencies

There's a way to increase the darkness of the lines on transparencies which you make on a heat type copy machine. When you remove the transparency from the copier and find the lines are too light or too thin, send the transparency (but not with the opaque original) through the copier again. This process "burns in" the lines and makes them heavier.

The technique is particularly useful with transparencies made from typed or drawn originals. (From Visual Aids Tip Sheet, Minnesota Agricultural Ext. Ser.)

Be Regular With Column

From a county report on Information: "...prepared a regular column...but it was done on a rather irregular basis.

That's being regularly irregular. And while in this case there may have been an understanding with the editor, it makes most editors grumble. It also makes them less inclined to use other Extension material, regular or not.

A regular column should be just that. The editor saves your space and counts on your copy arriving to fill it. When you decide you "can't make it this week" he has to find other material to fill your space, perhaps at the last minute.

If that happens too many times, he may decide to keep your space filled with other news.

Suggestions for keeping your editor happy:

1. Try talking with him about your column. He'll be interested in content, tone, length and writing style, and may have some suggestions.

2. Decide on column length and stick to it. About 14 column inches (2 pages, typed, double spaced) is a good starting point.

3. Be regular, and observe the editor's deadline.

4. The week you just can't make it (due to some natural disaster that does not occur more than once in a couple of years), call the editor in advance and apologize.

More On Modifiers

Dangling modifiers often give unintended humor because they attribute action to the wrong noun. Examples:

The picture shows a plant which had been clipped repeatedly by rabbits exhibiting highly vegetative, low fruiting conditions.

Driving by in a car, the fire looked out of control.

Flying over the area, two cows were seen in an abnormal condition.

After germination and emergence from the soil, these authors found....

In analyzing the data, the larvae were found to have....
(From "Informingly Yours," New Mexico State University.)

Why Localize Your News?

We quote from the Extension Information portion of a Clark County report:

"Localizing news items to fit the newspaper circulation area has resulted in more use of the advisers' news columns. The same approach has been quite successful with photos...."

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It Says Here . . .

One of the speakers at the July 13-16 meeting of the American Association of Agricultural College Editors was Edward N. Mayer, Jr., Educational Director, Direct Mail Advertising Association, New York. He had an interesting definition for "junk" mail: "It's mail prepared and distributed by somebody else."

Loosely paraphrased from notes, here's more from Mayer on use of direct mail:

Decide first what your objective is. Do one thing and one thing only--one idea, one product, one book, a single objective. Do this and you'll be well on the way to success in using direct mail.

Analyze your mailing list and keep it up-to-date. Do this constantly. (Mayer maintains checking your mailing list once a week is not too often.)

You need knowledge of but not fear of grammar. Successful direct copy pays as much attention to grammar as it must but does not let grammar get in the way of conversational style.

The four steps in one direct mail formula are (1) get attention, (2) create interest, (3) create demand and (4) ask for action.

In following the above formula, you need to be concerned with getting the right kind of attention. The bombastic approach should be avoided; the simple approach is best.

The personal "Dear John" or "Dear Mary" salutation is best; second best is "Dear Mr. Smith" or "Dear Mrs. (or Miss) Jones," Mayer believes. Beyond those two salutations he has found little difference in response among such salutations as "Dear Friend," "Dear Contributor" and "Dear Cooperator."

If you're not sure whether to use "Mrs." or "Miss," use "Mrs." That keeps the married ladies happy and gives the unmarrieds the benefit of the doubt!

If you're tempted to use "Dear Sir or Madam," resist the temptation. Men receiving such a communique don't particularly mind, but the ladies do.

To interest a recipient in your idea or product, and to create the demand for it, tell what's in it <u>for him</u>.

To get action, put a "hook" in your message. Offer a bargain, put a time deadline on response.

Frequently after you've labored long and hard over the message, you can improve it by cutting out the first paragraph.

Don't overestimate the knowledge of your audience or underestimate their intelligence.

The most easily understood writing uses short words, about 25 syllables <u>per sentence</u>, figuring an average of 1-1/2 syllables per word.

Paragraph form is not too important, except that length should be varied.

Mayer noted this on mimeographing: Your mimeographed direct mail pieces as examples of what not to do deserve accolades. You are the last dying hope of the mimeograph industry. Use clip art and photo reproduction. Take a look at your product--you can improve it without large expenditure of money.

Finally, whether you close with "Sincerely," "Very sincerely," "Yours very truly" or other similar endings is unimportant. But <u>someone</u> should sign any direct mail piece. 7/21/69

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It Says Here . . .

Advisers Do Well On WTHI TV

Advisers participating in the farm programs being done by WTHI TV can take a bow. We asked Wayne Jenkins of the Terre Haute station whether he had any suggestions as to training needs. Here is one paragraph from his response:

"There is very little for me to suggest in the way of...training for the programs they do, since the ones they are doing are excellent. They are well organized and are presented with a high degree of skill. Since the burden of the presentation falls mainly on them, the credit for our good reputation must go to them. Our ratings for the Farm Program are higher than the ones for the 11 p.m. Report, so we are pretty happy with the program and all those who make it what it is."

Advisers from Clark, Cumberland, Edgar, Effingham, Jasper, Lawrence and Vermilion counties presented seven of the WTHI TV farm shows during July.

On Writing Sentences

(from "Gobbledygook Has Gotta Go," by John O'Hayre.)

"Whether we like it or not...writing good sentences is a sweaty, complicated business that takes concentration, patience and practice. The nature of the sentence is enough to account for the hardness of the job. There are many... kinds of sentences...many parts to each sentence...many different patterns and forms...and...many different principles they must follow. Sentence writing is no off-the-top-of-the-skull business.

"Most of us, however, would like to think that turning our thoughts into sentences is nothing more than a rather dreary job of stringing words together, one after the other, as they tumble from our minds, paying little or no attention to word-order, meaning, form or structure. Though a good many of us write sentences that way, that isn't the way sentences ought to be written. They deserve better, for they are, after all, 'our minds made visible.'"

Council Recognized

...Called to our attention by Assistant State Leader Frank Graham...pictures and news story in Herald-Whig, Quincy, on new and retiring members of Adams County Extension Council.

One picture showed four of the six new members; three of six retiring members were in second photo. Accompanying news story mentioned new and old members not present for the picture, also covered a few related items of interest.

This is the kind of effort that helps to make capable people willing to serve on advisory councils. As Frank points out, Adviser Ron Dedert did an excellent job in getting recognition for his council members.

PPPPPPP

Walter Rockwood, Office of Agricultural Communications staff member, dropped this note on our desk the other day:

"...and then there's the one called the Seven P's that may fit 'It Says Here': Proper Prior Planning Prevents Possible Poor Performance...it fits the communication effort, county program, even the agricultural communications office activity."

We couldn't pin him down on this, but we think it's adapted from somewhere or other. 7/29/69

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It Says Here . . .

Prairie Farmer History Published

James F. (Jim) Evans, head of the teaching division of the Office of Agricultural Communications, has written a fine book that you may wish to mention in your column or on your radio program.

The book is "Prairie Farmer and WLS, The Burridge D. Butler Years," published by the University of Illinois Press. We believe many of the old-timers--and very likely a good many of the younger folks also--will enjoy the book thoroughly.

In addition to being a biography of the colorful Burridge D. Butler, the book is a detailed historical analysis of the two major mass media organizations he came to control early in this century--Prairie Farmer and WLS radio.

The book covers the period from about 1910, when Butler acquired Prairie Farmer, to 1948, when he died.

After exploring the "inordinate complexity" of the unpredictable Butler, Evans chronicles the history of Prairie Farmer and its progress under Butler, who made it one of the leading farm papers of the Midwest.

Many people will remember the series of Prairie Farmer campaigns on behalf of the farmer. Evans analyzes that crusading role in the formation of the American Farm Bureau Federation, cooperative marketing efforts, farm programs under the New Deal and other agricultural reforms. Of that role, Evans wrote:

"Chicken thieves, slot machines, gypsies, rock phosphate, gillygimpers, muddy roads, crop doctors, wheat prices: these issues and dozens of others like them combined to help give the Prairie Farmer its most striking feature under Butler--a crusading spirit."

Jim also traces the history of radio station WLS, Chicago, from its opening in 1924 (when Ethel Barrymore, frozen at the microphone, exclaimed "Turn the damned thing off!") through its popular farm service programming developed under Butler after 1928, to the sale of the station in 1960.

Like Prairie Farmer, WLS developed a "heart" and a crusading spirit. It featured the famous National Barn Dance, the Dinner Bell program and the Little Brown Church of the Air. Many WLS stars became national figures, among them Amos and Andy, Fibber McGee and Molly, Rex Allen, Homer and Jethro, George Gobel and Gene Autry.

The book sells for $8.50 postage prepaid from the University of Illinois Press, Urbana, Ill. 61801, or can be ordered through any bookstore.

The material you have just read can be adapted easily to either personal column, news release or radio program treatment.

How Lucky Can You Get?

For those who have procrastinated about requesting a copy of the University of Idaho's self-instruction manual for newsletter writing, there's good news today.

We've received additional copies and will now be able to fill your requests. Limit is still one to an office. As we said before, just ask for the "Idaho Manual" and we'll do the rest. 8/5/69

It Says Here ...

Rebuttal On Use Of Miss And Mrs.

"I disagree! Don't people realize there are some...women in the world not married? How about adopting the 'Ms.' that covers both Miss and Mrs.?"

The above with an added "In fact it really burns me!" was one reaction to our report on what one direct mail expert had to say about the use of Miss and Mrs. (If in doubt, the man said, use Miss. See It Says Here, 7/21/69.)

We don't know whether our respondent was "burned" because the man said what he said or because we reported he said it. Maybe both?

We also had some disagreement from a visiting Australian who happened to see the piece on direct mail; and from a couple of people in our own office.

Let's take that question on the use of "Ms." to cover both married and single women. This happened to be a point on which the expert (Edward N. Mayer, Jr., Educational Director, Direct Mail Advertising Association, New York) was emphatic. His opinion was that it should not be used.

For the moment, the defense rests. We will be glad to give equal time and space to a direct mail expert whose experiences or viewpoints refute those of Mr. Mayer.

On Special Editions

Every once in awhile a special edition of a newspaper, loaded with Extension information, is called to our attention.

Without taking anything away from the value of these editions, this thought occurs: We should expect to do well in these special editions. They usually carry more than average amounts of advertising and therefore require more than average amounts of editorial copy.

The more challenging task is to make the paper with good, solid information regularly, week in and week out, when the competition for space is considerably more intense.

New Forest Fire Film Soon Available

A new USDA film, "Man Against Fire," will be available about August 15 from the U. of I. Visual Aids Service.

"Man Against Fire" is in color and runs 28 minutes. It is "the story of man's fight to save forest resources from destruction by wildfire--by the use of his brain power and experience; muscle power and stamina, and technology and strategy."

The film shows how federal, state and local cooperative fire control measures protect water supplies, timber, wildlife and recreation areas and the scenic wonders of the forests.

We're told you'll find the film excellent for showing at civic and conservation meetings, for school classes, youth clubs and for professional and volunteer fire-fighter training.

It is cleared for TV and is especially suitable for televising during the fall fire season and in other periods of fire danger.

Send requests to Visual Aids Service, 704 S. Sixth Street, Champaign 61820.

On Being Profound

"If you cannot be obviously profound, try not to be profoundly obvious. Therefore, do not inform your reader that something remains to be seen. The thought will have occurred to him already."--James J. Kilpatrick. 8/12/69

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It Says Here . . .

Dana Pruitt Scores With Camera

Thirteen pictures in three issues of one newspaper. To date, every picture furnished any newspaper used.

Wonder when she'll miss? Sounds a bit like a pitcher with a no-hitter going.

Dana Pruitt is Marion County Assistant Adviser, Youth. She's brand, shiny new. Started work just in time to organize for the Marion County Fair.

But before she went to the fair she took a lesson on how to use a camera, from Extension Adviser Les Rogers.

And when she went to the fair she took the camera along.

Every 4-H winner posed for Dana. She took more than one pose of each, to give editors of different papers different pictures. Some shots were bad...others evoked a "don't print that" from the 4-H'er. Dana discarded them.

Editor Sherm Doolen of the Salem Times Commoner used 13 Pruitt photos in three issues, and reports he has more for future issues.

No special 4-H issue, no feature treatment, not even a special request from a newspaper. Just a shiny, new hard-working assistant adviser with a camera.

We like that. What's more important, so do the Marion County newspaper editors--especially Editor Sherm Doolen.

Obviously.

(W.G. Rockwood, Field Editor, District V)

Noted In Passing...

Macomb Daily Journal's special 4-H and Junior Show Edition, full of information on Extension programs...Ruth Hare and Dick Weller of McDonough County got excellent coverage.

A nice front-page feature in Whiteside County News, on feedlot tour sponsored by feeder association and Extension. Adviser Fred Tincher is quoted... and takes opportunity to emphasize buyers' increasing interest in the "long, lanky look" in beef animals.

Consensus

We still see or hear "consensus of opinion" occasionally. It's still an incorrect usage. "Consensus," meaning "collective opinion" or "general agreement" is all you need. Tack on the "of opinion" and you're being redundant...at least that's the consensus around here.

Between You And Me...

Whether to use "I" or "me" can be confusing. Shouldn't be, really, because most of us correctly use "I" as the subject and "me" as a direct or an indirect object. But far too often we hear something like "He told John and I to be there" when it should be "He told John and me to be there."

An easy way to decide which pronoun to use is to take "John" out of the phrase, mentally, for a moment. You immediately recognize "He told I to be there" as incorrect usage, while "He told me to be there" sounds (and is) correct. So you then put "John" back into the phrase and say "He told John and me to be there."

Then make sure both of you show up.

8/19/69

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It Says Here . . .

Slide Showmanship

(Adapted from Inf. 102 (11-67), by Roger Wolcott, Visual Specialist, FES-USDA.)

AUDIENCE REACTION: How an audience reacts depends as much on how you present your slide-talk as on the story itself. A first-rate speaker, like a talented actor, may star just by the way he handles inferior material; or the material may be so outstanding it "carries" a poor performer. But if both material and presentation technique are poor, the odds are against you.

TOPIC: The first essential is a topic that will interest your audience. People who doubt that they'll benefit from your announced topic probably won't attend. An intriguing title can excite interest.

TREATMENT: Some subjects have ready-made elements of interest. Travel, fairs, animals, demonstrations, field days and flowers are some. They give color, action or variety to please the eye and hold attention. For pictorially dull subjects you'll need good art work to get and hold interest.

STORY LINE: A successful slide presentation has a step-by-step development of a carefully planned story, with visuals and text interrelated. Both should move smoothly, in unison. A narrative script, with paragraphs numbered to correspond with slides to be shown, helps.

VISUALS: Slides should be visuals, not a "laundry" list of points in your text. Visuals should illustrate your ideas pictorially; they should clarify and help interpret what you are saying. Used properly, they can and should be a powerful supplement to your narration.

QUALITY: Be sure slides are sharp and clear. A few poor slides can spoil your show. Throw them out if you can't find good substitutes.

PACING: Vary the pace of your delivery. Let a series of slides go by quickly, with short sentences or parts of a sentence. Then dwell a bit more on the more important slides that need more study and more explanation. Changing pace helps maintain interest and permits showing more slides in less time.

LENGTH: How many slides you show depends on subject, how you handle it and purpose of your presentation. Quicken the tempo in places and you can show 75 slides in 20 minutes. But in classroom situations requiring study, explanation or discussion, you may need 30 minutes to show 10 or 15 slides. Play it safe. Keep text brief, use charts, graphs, diagrams and tables sparingly; enliven those you do use with color and simple pictorial elements.

SOUND EFFECTS: Appropriate music at the beginning or end can help dramatize. Use a record player or tape recorder for music or special sound effects.

REHEARSAL: Try your presentation on a few friends for reaction and comment. Revise, add or eliminate to improve continuity and meaning.

PLANNING: Allow advance time to check meeting room for seating arrangements, room temperature, screen and projector locations, availability of spare lamps and extension cords, properly positioned slides and projector focus. If you are comfortable and self-assured when you start, your audience will also feel more comfortable. If you are nervous and fidgeting with equipment when you start, you'll have a fidgety audience. 8/26/69

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It Says Here . . .

Nebraska Agent Needs Your Help

Harold M. Stevens, Dawson County Extension Agent, Lexington, Nebr. 68850, needs your help. He's trying to develop a new letterhead for news releases mailed from his office; would like to receive samples of news release letterheads used by county staffs in Illinois. We have sent him samples of news heads this office uses; if you have something to contribute, send to him, please.

From The County Reports...

"Mass media are being used to reach as many people as possible. General apathy toward attending educational meetings increases the importance of using this means of reaching some people." (Williamson County).

"Circular letters are mailed regularly by the Extension advisers to...." (There's that passive voice again. Why not make it active? Like this: "Extension advisers mail circular letters regularly to....")

What to do when your county has no radio station, no daily paper, and only one weekly paper? For one thing, make more and better use of direct mail. That is what Johnson County is doing. The Johnson County report also notes "excellent coverage" of Extension Service programs in the weekly paper.

"Extension advisers in agriculture made 188 direct mailings of 14,929 pieces covering agricultural subjects, 2 of 5,700 pieces on marketing, and 9 mailings of 199 pieces on community development. Extension advisers in home economics made 208 mailings of 3,650 pieces and advisers in youth work made 590 mailings of 31,264 pieces. This method of supplying information is important and positive in conveying information to local people." (Winnebago County).

The TV Interview

At the heart of a good television interview is a visual conversation piece--an object that is related visually to what the interview is about. It can be real--fruits, vegetables, plants, etc.--a piece of equipment, clothing, a display of a nutritious lunch, a slide.

The audience wants to hear what the guest has to say. The interviewer, therefore, does not dominate but gives direction to the material to be covered. He asks the "how-when-what-who-and-why" questions.

Function of the camera in the television interview is frequently that of an eavesdropper. In this case, eye contact with the camera lens is less important, since interviewer and interviewee talk and look at each other. (From Extension "Handbook for Color TV," via "Reaching People with Information," Univ. of Minn.)

Point To Ponder

"It should be clear that institutions built on an exclusively agricultural or local rural community base to serve rural life are no longer viable. Specialized rural institutions which operate separately and under special rules of behavior because agriculture is different or rural life is superior, have lost their ability to relate to the rest of society where most of the power of decision making, public and private, now lies." (C.B. Ratchford, Vice-President for Extension, Univ. of Mo., in talk at 1969 AAACE meeting, Columbia, Mo.) 9/2/69

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It Says Here . . .

Myers Is Regional Winner

We can all congratulate George Myers, who is a regional winner in the feature story category of the NACAA information contest. That brings his word wizard winnings to $150. We're indebted to Dick Weller of McDonough County for keeping us--and you--posted.

Updating The Extension Image

Fred Holhubner, assistant state leader for District 1, calls our attention to a feature story on Rock Island County Extension Adviser Jack Kenney. It's a "bringing the Extension image up-to-date story" and appears in the Aug. 19 issue of the Rock Island Argus. It's written by Argus Farm Editor Charles E. Hallam.

The feature points out that Rock Island County is only about 4 percent rural in population; that Extension gets more urban than rural calls for help; that Extension welcomes urban calls for help because Extension is for everyone.

The story gets the county Extension office well identified with the University of Illinois and the College of Agriculture; it also distinguishes clearly between Extension and Farm Bureau, yet skillfully gives credit for local support, not only from Farm Bureau but from other sources as well.

It's an excellent feature--Extension needs more like it. Although it appeared on the Farm Page, we'll hope that the city dwellers still found, and read, it. We think Mr. Hallam deserved the front page and the bigger urban audience for his enlightening message.

Noted From The Counties...

Nice one-page photo spread in Aug. 3 issue of Southern Illinoisan on southern Illinois 4-H camp at West Frankfort, called to our attention by Mildred Benz, Jackson County.

A cover photo on Belvidere Republican's weekly supplement ("Buyers Guide") of Boone County's winning "Share-the-Fun" act at the Illinois State Fair. Barbara Cail tells us that only a few weeks earlier the Guide's cover page was a picture of a prize-winning Boone County 4-H float.

Harold Salzman of LaSalle County sends along a set of clippings about various 4-H activities in the county...we also have, from Carl Johnson, clippings and a report on metropolitan newspaper coverage of Will County 4-H activities. Carl also notes good treatment in rural weekly paper, which he says ran front page pictures and stories for five consecutive weeks.

Communicating With Homemakers

A readily available, up-to-date "fact file" can help you tell the home economics Extension story. You'll find it useful for fact sheets, talks, radio broadcasts, television shows; news, feature and column writing; in arranging exhibits, preparing for special events, preparing direct mail pieces and making personal contacts. (Adapted from FES Circular 510, "Ideas to Help You.")

From Our Communications Handbook

Photos on strategically located exhibits in banks, post offices and commercial businesses provide an avenue for Extension to reach its clients. Good photos give the impact needed for effective communication. 9/9/69

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It Says Here . . .

Promoting And Covering County Meetings

(Adapted from Communications Handbook, College of Agriculture, University of Illinois, Urbana-Champaign.)

When you call a meeting, plan also how to promote attendance. But make sure the meeting is worth promoting; don't build it up in such glowing terms that you disappoint those taking the time and trouble to attend.

News stories are the most widely used promotion tool. They can also be the most effective tool, depending on when released and how well written.

The first story, about 4 weeks ahead of your meeting should give very few details--just date, time, location and a brief paragraph on purpose or program. Release another story, with a few more details, 3 weeks before the meeting. Do the same thing the following week. Save most of your ammunition for the final release, a week before the meeting.

If your county has a daily paper, see if the editor will carry several stories just ahead of the meeting. It may take some digging, but try to give each story a different angle. Include details on time and place in every story, however.

Photographs help promote meetings and most editors welcome them. Examples are an automatic feeding system to be seen on an upcoming tour, or a speaker showing something that ties in with the talk he is to give.

If radio is available to you, short, catchy announcements throughout the week are especially effective. If you have your own show, you can make your own announcements; if you don't, check with the station manager. Many stations are glad to make these "public service" announcements. Even if you have your own show, the station may plug your meeting at other times of the day.

Start radio promotion 2 weeks ahead of the meeting, but save most details for the last week. Interpret the program in terms of audience interest; point out what the audience can learn and why it will benefit from attending.

Live or taped radio interviews aid promotion; they might feature a speaker or, if promoting a tour, a farmer whose farm is one of the stops.

Television has limited value in promoting county meetings. Few counties have their own TV stations. Metropolitan stations reach a mass audience and seldom are interested in local county meetings. But if a station in your area has farm or home programs aimed at the audience you're trying to reach, tell the program director about your meeting. He may announce it and may use a picture if you supply one that's suitable.

Letters or cards are effective, particularly when the audience you wish to reach is small in numbers. Posters, and announcements at other meetings, are other possibilities.

Once the meeting is over, one task remains--follow-up coverage for the benefit of those who did not attend but who need the information presented. If the newspaper, radio and TV news people attend, chances are this job will be done. If they don't, you'll need to sit down and write the story yourself. Make copies for all your papers and stations. Your own radio program and newspaper column are also good places to report a few of the highlights. 9/16/69

It Says Here . . .

Corn And Soybean Feature Reminder

Have you ag advisers started writing those corn and soybean feature stories yet? We're referring to the feature-writing contest being sponsored by Specialized Agricultural Publications, Inc. You should have received detailed information about the contest by now; if you haven't, let us know and we'll run the rules by you again.

We remind you that deadline for submission of stories is Oct. 31; that authors of three best stories from each of 13 participating states will receive $100; and that the story judged best nationally gets its author a vacation for two on Jekyll Island, off the coast of Georgia.

Ag Communications Office Report

Hadley Read is in sunny Arizona for the next six months, on sabbatical leave, to rewrite "Getting Information to Farm Families." Heading the office during Hadley's absence is Jim Evans, who has long been in charge of the office's teaching section.

Recent additions to the Office of Agricultural Communications staff:

Ed Vernon, instructional media specialist, about whom you have heard via a letter from Hadley Read. As Hadley said, Ed will concentrate on helping Cooperative Extension make more efficient use of modern instructional media, methods and materials. He's a Purdue graduate, has a new Ph.D. in Education from U. of I. and has 15 years teaching experience.

Ray Woodis, Extension communications specialist, a 1965 graduate of the University of Massachusetts with a 1966 M.S. in Ag Journalism from the University of Wisconsin. He was with a Peace Corps animal husbandry program in India prior to joining our staff. In the Media Services section, he'll cover Ag Economics, 4-H, safety, forestry and civil defense.

George Myers Second In NACAA Contest

Chalk up a second-place national finish worth $75 for George Myers, Scott County Adviser, in the feature news story category of the NACAA information contest sponsored by Amchem Products, Inc.

Just goes to show that being persistent can pay off. George placed first in features in the 1968 state contest; was first in the state again this year and went on to take regional honors; and now has joined the ranks of the national winners.

Our thanks to Warren Myers, Macon County Adviser and chairman of the NACAA information committee, for keeping us advised. And our heartiest congratulations to George Myers.

Tour Tip

It won't work everywhere, but Cal Cowsert and Shelby County Cow-Calf Field Day host Ivan Rinker turned a neat tour trick.

Ivan hitched his tractor to a small utility trailer and threw a few hay bales in the back. Cal set up a portable PA system on the bales and away they went.

Tractor and trailer lead the tour; the hay bales supported the PA system and acted as buffers for the man doing the announcing.

As speakers changed at the stops, they easily mounted the trailer and took the microphone.--Walt Rockwood, District 5 field editor. 9/23/69

It Says Here . . .

Kamm Scores On 4-H Steer Sale Coverage

Piatt County Adviser A.C. Kamm reports good coverage in Journal-Republican on August 28 4-H steer sale at Monticello. New Editor Frank Morriss came up with a full-page picture spread, showing consignors, their steers and buyer representatives. Same issue also carried Kamm's report on Million Dollar Club tour of Piatt County farms.

Brinkmeier Writes For Extension Review

Did you notice corn rootworm article by Harold Brinkmeier (Carroll County) in August issue of Extension Review? It's a one-pager that summarizes a multi-county project involving Ogle, Carroll, Stephenson and JoDaviess counties, the U. of I. entomology staff and Natural History Survey.

Eisenmayer Discusses Radio Programs

We have asked state winners in the NACAA communications contest to discuss the techniques they use in the categories they won.

Curt Eisenmayer, Henderson County adviser, was the state winner in the radio program category. He's also the first to respond to our invitation to share his thoughts via the columns of It Says Here. Here's his response:

"When we make a radio program, we try to convey a message. To do this, we must keep the material timely and audience oriented.

"Also, it must be like a lady's skirt. It must attract attention but be long enough to cover the subject and short enough to make it interesting."

Speaking specifically of the program he entered in the NACAA contest, Curt continues:

"As to how I made this particular program, it was on the subject of duck hunting. I talked to Ron Pointer on a portable tape recorder out in a boat, down the river to a duck blind and got the conversations and background noises of duck hunters.

"Then, I spent several hours in the office putting the program together, and getting it down to five minutes."

Curt's comment on time spent "putting the program together" helps us make a point. Some of the best communications work doesn't "just happen naturally." It takes some planning, some imagination and above all, blocking out some time to do the job right.

Our thanks to Curt, and we're looking forward to the responses of our five other state winners.

From County Reports

The main function of the Cooperative Extension Service is "to aid in diffusing among the people of the United States useful and practical information on subjects relating to agriculture and home economics and to encourage the application of the same."

To do a thorough job of diffusing this information a well-planned information program is essential. To be effective, several types of informational media must be used. Because of differences in audiences and differences in materials presented, various media must be used in various situations....In deciding which media to use, subject matter and audience to be reached must be evaluated. (Scott County) 9/30/69

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It Says Here . . .

Home Economics Advisers To Get Awards

Congratulations--a little ahead of time--to three of our home economics advisers who will receive awards at the National Association of Extension Home Economists meeting in Philadelphia on Oct. 19-22. They are:

Miss Marion Simon, Effingham County, one of eight advisers from 50 states to receive the Florence Hall Award. This is a $200 grant given in recognition for Marion's outstanding workshop and training schools for waitresses and food handlers.

Mrs. Oma Jones, Jefferson County, and Mrs. Emily McElhaney, Logan County, both of whom are to receive NAEHE Distinguished Service Awards at an Oct. 22 recognition breakfast. Home Ec. Extension Advisers are eligible to be nominated for the NAEHE Distinguished Service Award after 10 years of service.

Secretary of Agriculture Clifford M. Hardin is slated to present the awards when the ladies meet in Philadelphia.

Our thanks to Mrs. Marian Paddick and Mrs. Helen Fry for keeping us advised about these honors. Marian is adviser in home ec. for Lawrence County and also chairs the Distinguished Service Committee of the Illinois Association of Extension Home Economists; Helen is the Office of Agricultural Communications specialist in matters of interest to women.

NACAA Distinguished Service Awards

And while we're passing out the bouquets, let's not forget our three male Distinguished Service Award winners. We also congratulate:

Denver Corn, Sangamon County, 15 years with Extension; George A. Trull, Morgan County, 25 years service; and Arlin H. Obst, Monroe County, 14 years service.

They received Distinguished Service Awards on Sept. 25 at the 54th annual NACAA meeting, Atlantic City, N.J.

Honor Warren Myers At Atlantic City

Gordon Berg, Farm Technology editor, tells us his publication and the Illinois Farm Advisers Association presented a plaque to Warren Myers, Macon County, during NACAA meeting in Atlantic City. The award recognized Warren for the "Outstanding Public Information Program of NACAA." Warren was on the NACAA Information Committee for eight years and was its chairman in 1968-69. He promoted the Information Awards Program that is sponsored by NACAA and Amchem Products, Inc.

We're also told that even though Warren was defeated in his bid for the NACAA vice presidency, he ran a very strong race.

Ogle County Resource Center

Stan Eden, Ogle County, sends along a copy or two of the Ogle County Life to show us good coverage on county office's move to the brand-new Ogle County Resource Center. Stan says Jack Hrabak, news editor, covered the move...plus an Open House, a barbecue and an outlook meeting....Jack is new with the Ogle County Life, but doing an excellent job of covering Extension activities, says Stan, and deserves special commendation.

Calling the new building the Ogle County Resources Center seems from here to be particularly appropriate. It will house, in addition to Extension, the ASCA, the FHA and the SCS. 10/7/69

It Says Here . . .

Warren County Farm-City Day

Jim McCurdy, Warren County, sends us (via Frank Graham, assistant state leader, District 3) tear sheets from three newspapers, showing excellent coverage on the county's Farm-City Day events.

Monmouth Daily Review Atlas ran three pictures on one page, plus a major story that ran a couple of columns elsewhere in the paper.

Rock Island's Argus came out with a good, tight story, plus picture and cutline the day after the event (it was a twilight-into-evening affair); then followed later with a feature story and pictures on its Tuesday farm page. Argus Farm Editor Charles Hallam did a fine job on the feature, pointing out the interdependence of farm and city people without being ponderous about it.

The Galesburg Register-Mail carried a major story and three pictures...just a straight news approach. McCurdy also notes that radio stations WRAM and WVPC-FM did taped interviews.

Jim says about 300 made the tour...two stops, one at a grain company and the other at a farm featuring an automated cattle-feeding setup.

A series of guessing contests for the city folks (how many kernels of corn in the storage building, how many stalks of corn in a field, how many cattle in a feedlot, etc.) added interest to the events. So did a steak dinner and, as you might expect, it drew more people (525) than the tour itself.

Comments From AAACE Meeting

We've been saving some notes on comments of a couple of speakers at the 1969 AAACE meeting at the University of Missouri. This is the gist of what they had to say:

Gerald McKay, University of Minnesota, on the effectiveness of exhibits--You better get your viewers on their first trip by or through your exhibit. Most of them don't come back. And if you go over five minutes on a movie, you'll lose them.

Wayne Leeman, state editor, St. Louis Post-Dispatch, on relations with editors of the larger daily newspapers--Large papers are departmentalized...city editor for local news...telegraph editor for state and regional news...cable editor for world coverage, for example. There may also be a Sunday picture editor or a feature editor for a magazine section.

So you have to decide which editor you need to reach with your story. And then do things his way!!

On spot news, if you show up on Wednesday with a story on something that happened on Monday, you're too late.

Sometimes, we (Post-Dispatch) don't get enough follow-up. We get an advance release about what is going to happen, but no follow-up on what did happen. We also sometimes get good features but no pictures...feature length is unimportant but content is important. We can "chop" a long story, but can't augment one that is too short.

Quotable Quote

Lucy, to Charlie Brown in comic strip, Peanuts: "The whole trouble with you is you don't want to know what the trouble with you is." 10/14/69

It Says Here . . .

Mowers Advises On Color Slides

This week Ray Mowers, Stark County, responds to our invitation to talk about color slides. You'll recall that Ray placed first in the state in that division of the NACAA communications contest. Here's what he told us:

"I don't have any special advice about writing a script and taking a series of color slides; however, here is how I did it:

"Soon after hearing about the contest, I decided to enter the series of color slides division. After considering several possible subjects, I concluded that a series dealing with examples of poor conservation--compared with pictures showing desirable ways of conserving soil, water and wildlife--would be interesting.

"During my county visits I kept watching for areas that showed poor conservation practices. I noted areas with no vegetation, or with weed infestations; I looked for light-colored soil, crooked streams, deep ditches and bare tree roots. I also watched for good conservation practices. I found good waterways, examples of reduced tillage, strip cropping, contours, buffer strips, wildlife shelters, farm ponds and good pastures.

"I took a series of black and white pictures first; these helped me in deciding which locations were most promising for the color slides. I was also able to use the black and white pictures for newspaper articles.

"I picked good, sunny days for my picture taking. I wanted good lighting to show poor conservation practices at their worst and good conservation practices at their very best.

"I took about 60 pictures during a two-week period and chose about 40 that I felt were desirable. By eliminating duplicate shots and pictures of the same practice, I ended with 18 pictures.

"I started my story with the poor conservation practices, followed by the desirable ones. I could have improved my presentation by showing pictures with more contrast, and by adding some facts on profit from using good conservation practices.

"A slide set should tell an interesting story. I like to have the series short enough to leave people feeling they would like to have seen a few more slides. The script has to be short."

Notes From The County Reports

A Henderson County report notes an important but sometimes overlooked point. When setting meeting dates, it's a good idea to consider what other educational organizations are doing, and when. This kind of cooperation can mean better coverage, better attendance and better meetings. It can also reduce or perhaps eliminate meeting facility expenses.

We noted in one of the county reports the statement that "probably newspapers use the least amount of material" sent to media.

The question that immediately comes to mind is "Why?" In such a situation, talking over the problem with a few editors could be an excellent investment of time. If an editor isn't using your material, chances are he'll tell you why if you ask him. It's also likely that you'll then be able to do something about the problem. 10/21/69

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It Says Here . . .

Corn-Soybean Feature Deadline

Final reminder...corn and soybean feature stories for the contest sponsored by Specialized Agricultural Publications must be submitted by Oct. 31. Send them to James Evans, 330 Mumford Hall, U. of I., Urbana, 61801.

Checked Your Slide Projector Lately?

Carousel slide projectionists, lend an ear! If your projector is extra noisy or you can't hear the fan running, it's probably due for a "10,000-slide checkup."

Postponing the checkup might damage the projector...weak link is the rubber fan belt that begins to slip after several year's use. This overheats the projector.

Prolonged use of the projector in this condition will melt the plastic housing plate, burst the heat condensor, bulge the lamp until it finally bursts, and damage the rear condensor unit. If let go to extremes, the lamp door will melt out of shape.

The manufacturer charges $22.50 plus freight to completely clean, lubricate, and adjust the machine, and replace the fan belt. Normal repair time is 2-1/2 weeks. Replacement parts can double the repair bill.

So turn on and tune in your projector. It may be trying to tell you something.

(Contributed by Rich Brooks, Communications Specialist.)

4-H Feeder Finance Story

Check the September issue of Extension Service Review (p. 13) for a 4-H Feeder-Finance feature by Robert Harris and Joe Sample. Bob is assistant adviser in Marshall-Putnam counties; Joe formerly was on our Office of Agricultural Communications staff.

It's a good story that details how to inject the principles of money management and feeding for a profit in a 4-H livestock project. Built into the project is more emphasis on feeding ability, wise use of borrowed money and rate of gain than on animal quality in the show ring.

Which sounds like a good objective.

4-H Week Coverage

We're already receiving tear sheets on newspaper coverage of 4-H Week... thanks to those who have responded to our request for examples of coverage.

We'll wait awhile to comment more fully on this subject, but want to note an observation make by Dave Smith of McHenry County:

Dave says, "I have found we get very good cooperation from the newspapers if we take the canned releases and localize them. What our papers really are after though is pictures. If you can supply a picture, it is almost sure to be printed."

Dave sent along several tear sheets that show his theory is pretty good.

Fayette Referendum Passes

Voters approved the Fayette County referendum, 2612 to 936, T. Joe Faggetti reports. Joe, in addition to being the Christian County adviser, has been "filling in" for Fayette County. 10/28/69

It Says Here . . .

4-H Promotion Summary

We have some--but by no means all--reports on 4-H Week promotion. Here's how it looks to date:

Monroe Sumter, Lee County, sent along newspapers loaded with ads and editorial material...also reports 22 clubs made window displays...outdoor billboards were used...4-H'ers did one-minute radio spots, plus some longer programs... scripted radio spots for stations...numerous articles, some written by the 4-H'ers, sent to papers...sent out regular 4-H column...distributed university-prepared pamphlets at schools...provided program inserts for churches.

Best part of it all, says Monroe, is that 4-H'ers did most of the work!!!

Joan Cummings and Charles Glover, Union County, sent along newspaper tear sheets...we noticed use of many one-paragraph fillers, written by 4-H'ers...and a testimonial or two by leaders. Several clubs also made exhibits for area store windows...4-H'ers planned radio programs presented daily October 6-10 inclusive... leaders were urged to encourage 4-H member participation in services on 4-H Sunday.

Pam Kalkbrenner, Williamson County, says it took eight 4-H'ers just two days (working only 3-5 p.m. each day) to sell all the ads in the 4-H section of the newspaper. Pam says the kids found it an easy way to raise money.

David Phelps, Iroquois County, headed his packet of 4-H stories with a note to the editors, explaining what 4-H Week is all about. He also called attention to possibilities for interviews and feature stories on an IFYE delegate.

Kendall County's Nancy Maxwell reported 4-H Federation officers prepared and took part in radio broadcasts... 10 clubs prepared window displays... special U.S. and 4-H flag display in front of Extension office during the week... council provided 4-H placemats to some restaurants...church program inserts used...Aurora TV station promoted the observance with spot announcements...and the AEA-Y (that's Nancy) wrote "many news releases that were printed at one time or another."

We also acknowledge similar contributions from Paula Heath, Piatt County; from Gary Deverman, Winnebago County; and from Crawford and Kankakee Counties.

Why Packet Was Late

Sometimes you can't win for losing! By the time we managed to get together the material for the 4-H packet sent to the counties, we were already a little later than desirable...we found later it was also delayed farther along the production line, which is why some of you did not receive the packet until Oct. 3. We'll try to get a bigger jump on the job next year.

Meantime, may we suggest you discard any old artwork that refers to 4-H Club Week...and suggest to your editor that he do likewise. As you know, the terminology is now simply 4-H Week.

Recommended Reading

If you haven't noticed it already, we suggest you read the Extension Service Review article (page 15, Oct. issue) on use of cartridges for radio spots. Its author is George Vapaa, Kent County, Delaware, agent. 11/4/69

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It Says Here . . .

Co-Op Month Promotion

Warren Myers teamed up with Production Credit Association and Federal Land Bank representatives in planning Co-Op Month promotion in Macon County.

PCA Manager John Noland and FLB Manager Al Wilson set up a plan calling for three feature articles in the Decatur Herald, three television interviews and a total of seven radio programs on two radio stations. Subjects of the feature articles and guests on the interview-type radio and TV programs were to be managers and directors of local cooperatives. Responsibility for promotion arrangements was divided among several people, most of them associated with the cooperative movement.

A late-October check revealed that two feature stories and five radio programs had been completed and chances looked pretty good for completion of the rest of the plan by the end of October.

Tips About Using Slides

(From "Effective Use of Slides," by Conrad Reinhardt, in October-December, 1969 issue of AAACE Quarterly.)

1. Avoid saying "This slide shows." Talk about the content when you show the slide--say, this house, this horse... did you ever see a bull like this?... a Christmas tree is beautiful all lighted up, etc.

2. Rehearse your presentation so you will be familiar with the slides you are using and what you intend to say.

3. Localize your presentation by supplementing it with your own slides. Avoid the word-for-word use of the script that comes with a slide set. Whenever possible use it as a source of information. Write your own script, if you need one, and adapt it to your audience.

4. Combine the use of slides with other visuals, such as charts, objects or movies.

5. Two or three slide projectors can be combined to increase the amount of visual information you can store and distribute.

6. Use your slides to stimulate positive feeling and thought. Involvement and action should be the result of your motivation. Get viewers to use the ideas you presented in a way that will require a use of their own natural resources.

Brief Visit

Hadley Read interrupted his six-months' sabbatical in sunny Arizona to spend a week here on budgetary and other matters requiring his attention. By now he's back at his typewriter, his avowed goal being a revised version of "Getting Information to Farm Families."

Thoughts On Sentence Length

"Beware of long sentences; they spread roots that tend to trip the reader up. The period key lies nicely on the bottom row of your machine, down toward the right-hand end. Use it. Use it often." (From "Four Bananas Aren't Three Bananas and One Elongated Yellow Fruit," by James J. Kilpatrick.) 11/11/69

It Says Here . . .

Rural-Urban Communications

One of Extension's jobs is to try to foster better communications between farmers and city people. When we heard the Macon County Extension Council had sponsored an exhibit with that objective in mind, we asked Warren Myers for details.

Turns out the exhibit consisted of 14 pieces of farm equipment, set up (in September) in a small park in downtown Decatur. At the park entrance a large sign reading "Farming is BIG Business" established the exhibit's main message.

The council's "Rurbal" Committee wanted something more than a typical county fair machinery exhibit. So each piece of farm equipment was accompanied by its owner. To the extent that safety permitted, the owners demonstrated some of the equipment. They also answered questions as to cost (each machine had a price "tag") and amount of work that could be done with the equipment.

Guessing games, with several hundred participants, added interest to the exhibit. One involved value of a load of wheat; nearest guess was within 23 cents of the $395.17 value.

Above the load was a sign pointing out the wheat would make enough flour for 20,440 loaves of bread, worth $5,110 at 25 cents a loaf.

Radio stations and newspapers publicized the exhibit before and during the time the equipment was on display.

Schedule Mind-Cleaning Day

Letter Logic, published by Connecticut Mutual Life Insurance Company, suggests an annual "mind-cleaning day" to get rid of those tired, stereotyped phrases most of us use at one time or another. The idea is to write down all those phrases you can think of.

Like "this will acknowledge receipt of your letter of...," for example.

Or "with regard to your recent inquiry about..."

Or "please feel free to call on us again if we can be of service to you."

Keep the list in your desk, look at it once a week, and you'll write much more concise and forceful letters, Letter Logic maintains.

Advice About Style In Writing

"Style depends in part upon the cadence of your prose. Therefore, listen to your copy with a fine-tuned ear. In the prose that truly pleases you will find that every sentence has an unobtrusive rhythm that propels it on its way. With a little rearranging you can keep the rhythm going. But do not do this always; you may sound like Hiawatha." (From "Four Bananas Aren't Three Bananas and One Elongated Yellow Fruit," by James J. Kilpatrick.)

Thought For The Day

"Say what you will about the American language, but next to kissing it is the most exciting method of communicating known to man." (A quotable quote whose author we know not; called to our attention by Ed Vernon; Office of Agricultural Communications.)

An Ode Of Sorts

A reasonably safe prognostication
About the art of communication
Is that more is likely to take place
If we close the hole that's in our face
And open those on the sides of our head
And listen to what is being said.

11/18/69

It Says Here . . .

The Simple Form Letter

(Adapted from Communications Handbook, College of Agriculture, University of Illinois.)

Simple, non-illustrated circular letters may not be as effective as some of the illustrated direct-mail pieces. But you can increase their impact if you heed a few simple rules.

How much attention your circular letter gets depends mainly on source, subject and attractiveness.

Chances are you won't have to worry about recognition of source. Extension people usually are recognized as authoritative sources.

Your subject must be timely and offer an incentive for carrying out a recommended practice or attending a meeting.

Many subjects are available: wet corn, hog prices, field days, 4-H membership drives, etc. Some incentives include "Make More Money," "Increase Security," "Improve Health" and "Save Time and Money."

Here are some suggestions for increasing attractiveness in a simple form letter:

1. Use adequate margins, at least 1 inch at sides and 1-1/2 inches at bottom.

2. Write short paragraphs.

3. Arrange elements properly.

4. Make a neat, clear reproduction.

In addition to these general pointers, heed the checklist for effective circular letters.

Overall Style: Make it brief--one page is best. Stick to one main idea per letter. Be friendly. Say "Dear Friend" or "Dear 4-H Leader," rather than "Dear Sir" or "Dear Madam." Write in a conversational style.

Opening Paragraph: Write a strong opening paragraph to give a good first impression of your message.

Writing and Organization: Follow the basic rules of news story style. Say in as few words as possible exactly what you want your readers to know. If you have more space, give more details. Close with a statement or request that stimulates prompt action.

Sincerity: You'll build confidence if you do not exaggerate, urge too strongly or sell too hard. Good circular letters, like good advertising, should be truthful, not tricky.

Neatness and Accuracy: A neat print job will make your circular letter more effective. Keep typewriter keys clean, use the right paper and operate the mimeograph or multilith machine properly. Accuracy is a must. Check every stencil before running it.

Morgan County Achievement Program

Associate Adviser John Carlson, Morgan County, reports a highly successful 25th 4-H Achievement program. Event was sponsored by the two Jacksonville merchant associations and the Chamber of Commerce and involved some 61 firms.

John says more than 500 attended the program. Newspaper coverage was excellent. The 4-H Federation thanked the 61 merchants in an ad on the Journal Courier's business page. 11/25/69

It Says Here . . .

Two More Contributions

Our request that state winners in the NACAA information awards program share their thinking with the rest of you via these columns has brought two more contributions. Double winner (feature story and direct mail piece) George Myers, Scott County, sent them along.

This week, George talks about direct mail. His discussion of feature writing will follow in a week or two.

Thoughts On Direct Mail

An idea hits you and "POWIE" there it is...a state winner in the direct mail category of the NACAA public information awards program.

Sounds simple, doesn't it? Perhaps I have oversimplified. But still that is just about the way it happened.

It all starts with an idea, developed to its fullest. This idea carries a message to an audience, with a hoped-for effect.

Direct mail does sell a particular program to a specific audience. Before this is accomplished, however, the information must be read. Consequently you must first arouse the intended reader's curriosity, and then satisfy it.

With a program to sell, an audience to reach, a goal in mind and having given birth to an idea, you are set to go.

The size of audience to be reached and time available will be among the factors that will determine how elaborate the direct mail piece can be. So how you implement the idea will depend on your own specific situation.

A novel, interest-catching opening is an important part of the direct mail piece. Zero in on your audience right at the start. You'll miss your target and waste your ammunition if you don't line them up squarely in your sights.

With your audience properly sighted, commence firing. Hold their interest. Now give them the "nitty-gritty" facts. Hit your target. Persuade them. Instruct them. Inform them. Motivate them to do what the goal requires.

Don't cease fire until you're sure the audience knows where it can get additional information.

Let's summarize your firing procedure. Latch on to an idea. Visualize it in relationship to an intended audience. Grab your audience with a bold approach. Steady your aim and pour in the reinforcing incentives. Hit the bull's eye with the message that will lead your audience to the desired goal.

Give birth to your own idea and "POWIE" maybe you will be next year's winner!--George Myers.

On Writing...

As a general proposition, use familiar words. Be precise; but first be understood. Search for the solid nouns that bear the weight of thought. Use active verbs that hit an object and do not glance off. When you find an especially gaudy word, possessed of a gorgeous rhinestone glitter, lock it firmly away. Such words are costume jewels. They are sham. (From "Four Bananas Aren't Three Bananas and One Elongated Yellow Fruit," by James J. Kilpatrick.) 12/3/69

It Says Here . . .

More From George Myers

This week our guest columnist is again George Myers, Scott County, state winner in the feature story category of the NACAA information awards program.

On Writing Features

I'm still not great. But I am working at it.

To me this is the key to good feature articles--work at it, keep writing. Don't be in a hurry. Take your time and even then every attempt isn't going to be "par excellence."

Every subject doesn't lend itself equally well to feature article treatment. Be alert for the best possible material.

When you find a suitable subject, give it the works. Look at it from all angles. Then pick the best angle and write the story.

Let the speaker tell the story--quote him. Treat it as an interview--ask questions and give answers. Put it in first person--you tell the story. Try the passive voice--but use it carefully. Put variety into your efforts; at least until you find your "style."

Write for easy, enjoyable, yet meaningful reading. Competition for reader attention is keen. Therefore, make your first paragraph count. Hook them with your lead. Don't swing wild with scholastic, fancy or foreign-sounding words. Make it personal--get the reader involved. Keep punching with short, varied sentences. Ask questions. Make quotes and statements. Give impact by using exclamation marks, but don't overdo them. Be provocative and bold. But be natural.

Give the reader a break. Use short paragraphs. Change thoughts or approach but retain continuity.

Tell the story as it is. Set the stage, build toward a climax, lead up to an appropriate closing. Then stop!

Study what you have written. Does it demand to be read? Is it readable and does it tell the story? Does it need surgery? Rearrangement? Is it too wordy? Have good, solid words been used? Does your story have a logical ending?

Improvement requires dedication. Look for help. Read professionally written features. Study their style, but don't copy. It won't be you. Develop your own style as you write, write, write.

Have your own design for greatness--make it your writing style!--George N. Myers, Scott County.

Visuals Should Hit Major Points

Making a visual presentation? Remember that visuals are supposed to aid learning. Therefore your visuals should illustrate the major points you are trying to communicate. Visuals that flood the learner with details may simply overwhelm him. Use visuals to emphasize major points, or to provide a reference point for recall, or to add accuracy and clarity to your verbal descriptions. (Ed Vernon, Instructional Resources, Office of Agricultural Communications.)

WE NEED YOUR HELP!!!

We'd like to check usage of pictures from Council Chairmen's Conference. If your county delegation was among the 76 who took pictures back to your papers, please send us clippings. If you want them returned, please say so. 12/9/69

It Says Here . . .

Hayward Column Uses Q-A Techniques

Jim Hayward, Sangamon County, makes good use of the question-answer technique in his Green Thumb column. He poses the questions, based on inquiries received, then answers them. He can handle five or six questions per column.

Thoughts On Using Visuals

If you're presenting a complicated chart--even if it contains only two lines--build up to the completed chart. Do not present the complete chart and then attempt to explain away the initially unnecessary lines.

Start with the simple basic form and perhaps one line of data. Build from this beginning both verbally and visually to the complete story. You can do this by using simple overlays. One approach is to hinge the overlays to the original basic visual with transparent tape.

If you have a lot of data to present, use several visuals. If your first visual is a table, have everything but the headings and perhaps one line of information covered when you turn on the projector. Make sure the card you use to cover the information is opaque, is stiff enough to handle easily, covers the projector top completely and is properly oriented on the visual.

Dark green may make for a "pretty" visual, but black writing on a green surface is virtually invisible. The more visible combinations include black or red lettering on a clear background, red lettering on a yellow background, and black lettering on an orange background.

When the visual is no longer useful be sure it is also no longer visible. Get it off the screen!

In summarizing a presentation, do not use the last visual to make your points. Instead, use a specially prepared visual or a blank sheet for the summary. (Ed Vernon, Instructional Resources.)

Philosophy Time

"Love words, and treat them with respect. For words are the edged tools of your trade; you must keep them honed. Do not infer when you mean to imply; do not write fewer than, when you mean less than. Do not use among when you mean between. Observe that continually and continuously have different meanings. Do not write alternately when you mean alternatively. Tints are light; shades are dark. The blob on the gallery wall is not an abstract. Beware the use of literally, virtually, fulsome, replica, many-faceted, and the lion's share. Pinch-hitters are something more than substitutes. Learn the rules of that and which. When you fall into the pit of 'and which,' climb out of your swampy sentence and begin anew." (From "Four Bananas Aren't Three Bananas and One Elongated Yellow Fruit," by James Kilpatrick.)

Answering A Nasty Letter? Keep It Cool'

"Don't ever answer a letter in anger. Take a breather. Put the letter aside. Try to picture the writer. Try to put yourself in his place. He may think he has good reason to be mad. Answer him as you would like to be answered." (From "Letter Logic," published by Connecticut Mutual Insurance Company.)

Miscellany

Fellow at Extension staff meeting the other day said he'd heard a pretty good layman's version of the saying, "What is past is prologue." Said a cab driver told him what it really means is "We ain't seen nuthin' yet." 12/16/69

Office of Agricultural Communications / University of Illinois at Urbana-Champaign
College of Agriculture / 330 Mumford Hall, Urbana, Illinois 61801

It Says Here ...

We Acknowledge With Thanks...

...clippings of Council Chairmen Conference pictures and cutlines. We have responses from a dozen or more counties so far; additional clippings will be gratefully received and cheerfully returned (how else at this time of year?), if you tell us you want them. Send to Ag Communications, 330 Mumford Hall, please.

Folder Promotes Boone County Programs

Communication Specialist Del Dahl tossed an interesting little folder on our desk the other day...a simple, two-fold self-mailer describing some of the Boone County Extension programs.

A note to Adviser Wally Reynolds to find out more about such things as cost, and distribution brought a quick response. Wally emphasized that the idea didn't originate with him...said he had seen similar direct mail pieces put out by Will, Kane, DeKalb, and Grundy Counties last year and benefitted from their experience in putting the Boone County flyer together.

The folder is printed on legal-size (8 1/2 x 14) paper. One side is divided into three panels. One is the cover panel, printed in two colors; the middle panel includes return address and space for addressing to recipient; the third panel lists names and addresses of members of both councils, names of Extension board members, and names of the county staff.

The reverse side is a representative calendar of events for the 12 months beginning in December, 1969. The calendar is printed under five column headings--date, time, topic, place and speaker.

Wally says they tried to divide space equally among agriculture, home economics and 4-H, so had to be somewhat selective in deciding which programs to include in space available.

A local printer turned out 2,000 folders at a total cost of $75, or just a shade under 4 cents each. Cost was financed from the county budget.

The councils viewed the folder as a way to promote the Extension program by showing the public the variety of programs available. A few "briefs" were included in the folder to help explain purpose of the Extension programs, role of councils and staff members, and how to participate in the programs.

Distribution has included about 1,400 of the folders so far...to regular mailing lists of agriculture and home economics, to 4-H leaders, county board of supervisors, agricultural occupations instructors, Chamber of Commerce offices, county superintendents, bankers, neighboring agricultural advisers, and to newspapers, radio and television stations. Plans also include mailing to state and national legislative representatives and area junior college presidents.

Mowers And Myers Score On Features

Remember our telling you about the feature writing contest sponsored by Specialized Agricultural Publications?

SAC Editor Joe Sample has notified Ray Mowers, Stark County, and Warren Myers, Macon County, that they are the state winners for Illinois. Nice time of year to get the fortune ($100) that goes with the fame, too!

Our congratulations to both winners.

12/22/69

It Says Here . . .

Make Your Newsletter Worth Reading

From Vermont, via North Carolina's "The Idea Distiller," comes this report on the use of newsletters. Here's how North Carolina distilled it:

Communicating information is no easy task, but that's what our business is all about. A newsletter can be an effective way to communicate because people like to receive newsletters--if the information relates to them.

This is one conclusion from a recent evaluation study of the Bennington County (Vt.) newsletter. This study, conducted by Patricia A. Malone, Asst. Editor, Univ. of Vermont, was made at the request of the Extension agents to determine public preference on newsletters and their contents. Respondents suggested many ideas to make newsletters more appealing and readable. Try these and you may gain more readers:

1. Make sure your information directly relates to the activities of your readers. This is not the place for your own business. And make your writing personal. Talk directly to the reader to help him identify with the message you want him to receive.

2. Begin with your most vital message. Many respondents suggested that the lead item should be your most important message, story or coming event. Always tell why this information will directly benefit the reader.

3. Dig for the unusual slant, and be sure the leads on your items really tell the reader something. Catching his interest in your initial statements can make the difference in whether the letter is read or tossed aside unopened.

4. Give your reader new ideas--help him improve his life, increase his income, save money, protect his family, and be a more conscientious citizen.

5. Leave plenty of white space between separate items in the letter and in the margins. Respondents didn't like a lot of information crowded into a little space.

6. Use illustrations to clarify or explain your text--not to decorate a page.

New Award Proposed

Our field editors now propose an award to top all awards.

For years they've been suggesting that advisers use more names in their columns.

So it finally happened--a county managed to work 814 names into one 4-H "column" on award winners. Those names filled one complete page of the newspaper, and a little more to boot!

It may not be a record, but it gets our nomination for "pregnant page of 1969." About the only one who might read that page is the 4-H member who is looking for his name--and there may even be some doubt about that.

How do you handle the hundreds of names that go with 4-H awards? One way would be to break them up into numerous shorter segments, releasing them as news stories over a period of time. Such a system allows you to write a lead on each category of awards, explain a bit about the award and 4-H, then list names. But not 814!!

How would you handle it? 12/30/69

Cooperative Extension Service
College of Agriculture
University of Illinois
Office of Agricultural Communications

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

January-February, 1969

January 3	Regional Crop Production Day. Bloomington. 9 a.m. to 3 p.m.
January 7	Regional Crop Production Day. Peoria. 9 a.m. to 3 p.m.
January 7	Regional Crop Protection Day. Ottawa. 9 a.m. to 3 p.m.
January 7	Beef Cow-Calf School. Mehling's Cafe, Monmouth. 10 a.m. to 3 p.m.
January 7	Illini Dairy Facts Roundup. Plantation Room, Freeport. 10:30 a.m.
January 7	Northeast Illinois Vegetable School. Arlington Heights.
January 7-8	Illinois Seed Dealers Association. Holiday Inn East, Springfield. 7 p.m.
January 8	Regional Crop Protection Day. Rockford. 9 a.m. to 3 p.m.
January 8	Illini Dairy Facts Roundup. Emerald Hills Country Club. Rock Falls. 10:30 a.m.
January 8	Northeast Illinois Vegetable School. South Holland.
January 8	Peoria Wool Pool Annual Meeting. Farm Bureau Building. Peoria. 11 a.m.
January 8-9	Grain Conditioning Conference. Illini Union, U. of I., Urbana.
January 9	Regional Crop Protection Day. Joliet. 9 a.m. to 3 p.m.
January 9	Illini Dairy Facts Roundup. Blue Moon Restaurant, Elgin. 10:30 a.m.
January 9	Feeder Pig Sale. Sale Barn, Benton.
January 9-16	Beef Cow-Calf School. Farm Bureau Building, Hillsboro. 9:30 a.m. to 3 p.m.
January 10	Regional Crop Protection Day. Elgin or St. Charles. 9 a.m. to 3 p.m.
January 10	Illini Dairy Facts Roundup. Redwood Restaurant, Kankakee, 10:30 a.m.
January 10-11	Illinois Christmas Tree Growers' Association Annual Meeting. Holiday Inn, Decatur.

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January 13	Illini Dairy Facts Roundup. Morton Savings and Loan Association, Morton. 10:30 a.m.
January 13	Swine Seminar. Ramada Inn. Effingham. 10 a.m.
January 14	Swine Seminar. Augustine's Restaurant, Belleville. 10 a.m.
January 14	Regional Crop Protection Day. Peoria. 9 a.m. to 3 p.m.
January 14	Regional Crop Production Day. Ottawa. 9 a.m. to 3 p.m.
January 14	Land Improvement Contractors School. Farm Bureau Building, Pontiac. 9 a.m.
January 14	Illini Dairy Facts Roundup. Blackhawk Restaurant, Jacksonville. 10:30 a.m.
January 14-15	4-H Craft Workshop. Bethlehem Evangelical Lutheran Church, DeKalb. 10 a.m.
January 15	Regional Crop Protection Day. Emerald Hill Country Club, Dixon. 10 a.m. to 3 p.m.
January 15	Regional Crop Production Day. Rockford. 9 a.m. to 3 p.m.
January 15	Land Improvement Contractors School. Cooperative Extension Building, St. Charles. 9 a.m.
January 15	Illini Dairy Facts Roundup. Ramada Inn, Effingham. 10:30 a.m.
January 15	Swine Seminar. Bob White's Restaurant, West Vienna. 10 a.m.
January 15-16	Illinois Canners School. Urbana-Lincoln Hotel, Urbana.
January 16	Regional Crop Protection Day. Bloomington. 9 a.m. to 3 p.m.
Jnnuary 16	Regional Crop Production Day. Elgin or St. Charles. 9 a.m. to 3 p.m.
January 16	Illini Dairy Facts Roundup. K.C. Hall, Breese. 10:30 a.m.
January 16	Swine Seminar. Lincoln Theatre, Robinson. 10 a.m.
January 16	Regional Fertilizer Clinic. Urbana.
January 16-17	4-H Craft Workshop. 4-H Center, Macomb. 10 a.m.
January 17	Regional Crop Protection Day. Champaign. 9 a.m. to 3 p.m.
January 17	Regional Crop Production Day. Joliet. 9 a.m. to 3 p.m.
January 20-21	4-H Craft Workshop. First Baptist Church, Benton. 10 a.m.

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January 21	Regional Crop Production Day. Mt. Sterling. 9 a.m. to 3 p.m.
January 21	Land Improvement Contractors School. Freeport. 9 a.m.
January 21	Swine Seminar. 4-H Center, Macomb. 10 a.m.
January 21	Regional Fertilizer Clinic. Bloomington.
January 22	Regional Crop Production Day. Jacksonville. 9 a.m. to 3 p.m.
January 22	Land Improvement Contractors School. Geneseo. 9 a.m.
January 22	Swine Seminar. John Deere Center, Moline. 10 a.m.
January 22	Regional Fertilizer Clinic. Galesburg.
January 22-23	21st Custom Spray Operators Training School. Illini Union, U. of I., Urbana. 8:15 p.m.
January 22-23	Beef Cow-Calf School. Farm Bureau Hall, Elizabeth. 10 a.m. to 3 p.m.
January 22-24	Illinois Technical Forestry Association Annual Meeting. Galena. 4 p.m.
January 23	Regional Crop Production Day. Jerseyville. 9 a.m. to 3 p.m.
January 23	Swine Seminar. Emerald Hill Country Club, Sterling. 10 a.m.
January 23	Regional Fertilizer Clinic. Jacksonville.
January 23	Land Improvement Contractors School. Western Illinois University, Macomb. 9 a.m.
January 24	Regional Crop Production Day. Champaign. 9 a.m. to 3 p.m.
January 24	Regional Crop Production Day. Litchfield. 9 a.m. to 3 p.m.
January 24-26	Rural Youth Winter Rally. Illini Union, U. of I., Urbana. 7:30 p.m.
January 25	Illinois Pork Producers Association Annual Meeting. High School Building, Pittsfield. 9:30 a.m.
January 27	Swine Seminar. Heritage House Restaurant, Springfield. 10 a.m.
January 27-28	4-H Craft Workshop. Community Center, Lincoln. 10 a.m.
January 27-28	Illinois Land Improvement Contractors Annual Meeting. St. Nicholas Hotel, Springfield.
January 27-29	Church and Community Institute. Illini Union, U. of I., Urbana. 10:30 a.m.

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January 28	Regional Crop Production Day. Carthage. 9 a.m. to 3 p.m.
January 28	Regional Crop Protection Day. Mt. Sterling. 9 a.m. to 3 p.m.
January 28	Swine Seminar. Redwood Inn, Rantoul. 10 a.m.
January 28	Regional Fertilizer Clinic. Carbondale.
January 28	Union County Vegetable Extension Meeting. Jonesboro.
January 29	Regional Crop Production Day. Monmouth. 9 a.m. to 3 p.m.
January 29	Regional Crop Protection Day. Jacksonville. 9 a.m. to 3 p.m.
January 29	Regional Fertilizer Clinic. Effingham.
January 29-30	4-H Craft Workshop. Farm Bureau Auditorium, Vandalia. 10 a.m.
January 29-30	Agricultural Industries Forum. Illini Union, Urbana.
January 29-30	Madison, St. Clair, and Monroe Vegetable Extension Meeting. Caseyville.
January 29-30	Illinois Homemakers Extension Federation Annual Meeting. Auditorium, U. of I., Urbana. 10 a.m.
January 29-30	Tri-County Vegetable Grower's School. East St. Louis. Vegetable Grower's Hall. 10 a.m.
January 30	Regional Crop Production Day. Princeton. 9 a.m. to 3 p.m.
January 30	Regional Crop Protection Day. Carrollton. 9 a.m. to 3 p.m.
January 30	Swine Seminar. Casina Starlight Terrace Room, 1201 No. 20th St., Quincy. 10 a.m.
January 31	Regional Crop Production Day. East Moline. 9 a.m. to 3 p.m.
January 31	Swine Seminar. Blackhawk Restaurant, Jacksonville, 10 a.m.
January 31	Regional Crop Protection Day. Litchfield. 9 a.m. to 3 p.m.
February 4	Regional Crop Protection Day. Carthage. 9:30 a.m. to 3 p.m.
February 4	Regional Fertilizer Clinic. Rockford.
February 5	Regional Crop Protection Day. Farm Bureau Building, Monmouth. 9:30 a.m. to 3 p.m.
February 5	Regional Fertilizer Clinic. Joliet.
February 6	Regional Crop Protection Day. Farm Bureau Building, Princeton. 9:30 a.m. to 3 p.m.

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February 6	Regional Crop Production Day. Emerald Hill Country Club, Sterling. 9:30 a.m. to 3:30 p.m.
February 6-7	41st Annual Meeting--Illinois Society of Professional Farm Managers and Rural Appraisers. Peoria.
February 7	Regional Crop Protection Day. Deere & Co. Auditorium, John Deere Road, East Moline. 9:30 a.m. to 3:30 p.m.
February 7	Feeder Pig Sale. Ass'n. Aviation Barn, Albion. 1 p.m.
February 8	Spring Market Hog Show. State Fair Jr. Bldg., Springfield. 9 a.m.
February 8	Illinois Spring Barrow Show, U. of I., Urbana.
February 10	Regional Crop Protection Day. Heritage House Restaurant, Springfield. 10 a.m. to 3 p.m.
February 11	Regional Crop Protection Day. Burgess-Osborne Auditorium, Mattoon. 10 a.m. to 3 p.m.
February 12	Regional Crop Protection Day. Farm Bureau Ag. Center, Decatur. 9:30 a.m. to 3:30 p.m.
February 13	Feeder Pig Sale. Benton. 1 p.m.
February 14	Regional Crop Protection Day. American Legion Hall, Watseka. 9:30 a.m. to 3:30 p.m.
February 15	Peoria Barrow Show. Peoria Stock Yards, Peoria. 9 a.m.
February 15	Eastern Illinois Market Hog Clinic. Danville Community County Barn. Hillery Road. Danville. 9 a.m.
February 17	Regional Crop Production Day. Heritage House Restaurant, Springfield. 10 a.m. to 3 p.m.
February 18	Regional Crop Production Day. Burgess-Osborne Auditorium, Mattoon. 10 a.m. to 3 p.m.
February 18	Pesticide Dealers' Clinic. Joliet.
February 19	Pesticide Dealers' Clinic. Dixon.
February 19	Regional Crop Production Day. Farm Bureau Ag. Center, Decatur. 9:30 a.m. to 3:30 p.m.
February 19	Mason, Cass, Tazewell Vegetable Extension Meeting. Havana.
February 20	Pesticide Dealers' Clinic. Galesburg.
February 21	Pesticide Dealers' Clinic. Bloomington.

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February 21	Regional Crop Production Day. American Legion Hall, Watseka. 9:30 a.m. to 3:30 p.m.
February 22	Douglas County Market Hog Show. 9 a.m.
February 22	Illinois Purebred Dairy Cattle Association Calf Sale. Stock Pavilion, U. of I., Urbana. 11 a.m.
February 24-26	State Camp Workshop, Hott House, Monticello.
February 25	Peoria, Tazewell and Woodford Vegetable Extension Meeting. Peoria.
February 25	Pesticide Dealers' Clinic. Effingham.
February 26	Pesticide Dealers' Clinic. Benton.
February 27	Pesticide Dealers' Clinic. Belleville.
February 28	Pesticide Dealers' Clinic. Jacksonville.

KK:klg
12/31/68

Cooperative Extension Service
College of Agriculture
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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

February-March, 1969

February 4	Regional Crop Protection Day. Carthage. 9:30 a.m. to 3 p.m.
February 4	Regional Fertilizer Clinic. Rockford.
February 4	Regional Small-Package Pesticide Dealer Clinic. Dixie Governor Motor Inn, Homewood. 9:30 a.m.
February 4	Land Improvement Contractors School. American Legion Hall, Tremont. 9 a.m.
February 5	Regional Crop Protection Day. Farm Bureau Building, Monmouth. 9:30 a.m. to 3 p.m.
February 5	Regional Fertilizer Clinic. Joliet.
February 5	Regional Small-Package Pesticide Dealer Clinic. Rolling Meadows Holiday Inn, Arlington Heights. 9:30 a.m.
February 5	Land Improvement Contractors School. Blackhawk Hotel, Jacksonville. 9 a.m.
February 6	Regional Crop Protection Day. Farm Bureau Building, Princeton. 9:30 a.m. to 3 p.m.
February 6	Regional Crop Production Day. Emerald Hill Country Club, Sterling. 9:30 a.m. to 3:30 p.m.
February 6	Land Improvement Contractors School. Federal Land Bank Building, Charleston. 9 a.m.
February 6-7	Illinois Society of Professional Farm Managers and Rural Appraisers 41st Annual Meeting. Voyager Inn, Peoria.
February 7	Regional Crop Protection Day. Deere & Co. Auditorium, John Deere Road, East Moline. 9:30 a.m. to 3:30 p.m.
February 7	Feeder Pig Sale. Ass'n. Aviation Barn, Albion. 1 p.m.
February 7	Regional Small-Package Pesticide Dealer Clinic. Heritage House Restaurant, Springfield. 10 a.m.
February 8	Spring Market Hog Show. State Fair Junior Building, Springfield. 9 a.m.
February 10	Regional Crop Protection Day. Heritage House Restaurant, Springfield. 10 a.m. to 3 p.m.

February 11	Regional Crop Protection Day. Burgess-Osborne Auditorium, Mattoon. 10 a.m. to 3 p.m.
February 11	Land Improvement Contractors School. Holiday Inn, Olney. 9 a.m.
February 12	Regional Crop Protection Day. Farm Bureau Agricultural Center, Decatur. 9:30 a.m. to 3:30 p.m.
February 12	Land Improvement Contractors School. Community Building, Greenville. 9 a.m.
February 13	Feeder Pig Sale. Benton. 1 p.m.
February 13	Land Improvement Contractors School. City Library, Marion. 9 a.m.
February 14	Regional Crop Protection Day. American Legion Hall, Watseka. 9:30 a.m. to 3:30 p.m.
February 15	Peoria Barrow Show. Peoria Stock Yards, Peoria. 9 a.m.
February 15	Eastern Illinois Market Hog Clinic. Danville Community County Barn, Hillery Road, Danville. 9 a.m.
February 17	Regional Crop Production Day. Heritage House Restaurant, Springfield. 10 a.m. to 3 p.m.
February 18	Regional Crop Production Day. Burgess-Osborne Auditorium, Mattoon. 10 a.m. to 3 p.m.
February 18	Regional Small-Package Pesticide Dealer Clinic. The Plantation, Moline. 6 p.m.
February 18	Regional Pesticide Dealers' and Applicators' Clinic. Rossi Autumn Acres Restaurant, Joliet.
February 19	Regional Pesticide Dealers' and Applicators' Clinic. Lincoln Manor Restaurant, Dixon.
February 19	Regional Crop Production Day. Farm Bureau Agricultural Center, Decatur. 9:30 a.m. to 3:30 p.m.
February 19	Tri-County Vegetable School. Havana.
February 20	Regional Pesticide Dealers' and Applicators' Clinic. Holiday Inn, Galesburg.
February 21	Regional Pesticide Dealers' and Applicators' Clinic. Sinorak Restaurant, Bloomington.
February 21	Regional Crop Production Day. American Legion Hall, Watseka. 9:30 a.m. to 3:30 p.m.
February 22	Douglas County Market Hog Show. 9 a.m.

February 22	Illinois Purebred Dairy Cattle Association Calf Sale. Stock Pavilion, U. of I., Urbana. 11 a.m.
February 24-26	State Camp Workshop, Hott House, Monticello.
February 25	Regional Fruit and Vegetable School. Peoria.
February 25	Regional Pesticide Dealers' and Applicators' Clinic. Ramada Inn, Effingham.
February 26	Regional Pesticide Dealers' and Applicators' Clinic. Holiday Inn, Benton.
February 27	Regional Pesticide Dealers' and Applicators' Clinic. Augustine's Restaurant (Sun Room), Belleville.
February 28	Regional Pesticide Dealers' and Applicators' Clinic. Blackhawk Restaurant, Jacksonville.
March 1	Home Economics Hospitality Day. Illini Union, U. of I., Urbana. Registration 8:15 a.m.
March 1	Area Market Hog Show. Auction Market, Atkinson.
March 3	Ogle County Barrow Show. Sale Barn, Chana. 10 a.m.
March 4	Sangamon County Vegetable School. Springfield. 7:30 p.m.
March 5	Henderson County Vegetable School.
March 5	Extension Staff District Meeting--District IV.
March 6	Extension Staff District Meeting--District III.
March 6	Peoria, Tazewell, Woodford County Beef Tour, Peoria County, 9 a.m.; Steer Evaluation, Sale Barn, Congerville, 1 p.m.
March 7-8	U. of I. Agriculture Delegate Assembly. 426 Mumford Hall, Urbana. 9 a.m.
March 11	U. of I. Pork Industry Day. Auditorium, U. of I., Urbana. 9:30 a.m.
March 11	Regional Strawberry School. Community Center, Centralia. 9:30 a.m. to 3 p.m.
March 12	Extension Staff District Meeting--District I.
March 12	Illinois Farm Electrification Council--District VI Conference.
March 13	Extension Staff District Meeting--District II.
March 13	Illinois Farm Electrification Council--District V Conference. Ramada Inn, Effingham.

March 14	Illinois Farm Electrification Council--District IV Conference. DeWitt County Extension Education Center, Clinton.
March 19	Extension Staff District Meeting--District V.
March 20	Extension Staff District Meeting--District VI.
March 20	Illinois Farm Electrification Council--District I Conference. Farm Bureau Building, Princeton.
March 21	Illinois Farm Electrification Council--District III Conference. Rushville.
March 22-30	World Flower and Garden Show. International Amphitheater, Chicago.
March 24-28	New Extension Staff Members Conference. Illini Union, Urbana.
March 29	State FFA Meat and Milk Judging Contests. Stock Pavilion, U. of I., Urbana. 10 a.m.

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Cooperative Extension Service
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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

March-April, 1969

March 1	Home Economics Hospitality Day. Illini Union, U. of I., Urbana. Registration 8:15 a.m.
March 1	Area Market Hog Show. Auction Market, Atkinson.
March 3	Ogle County Barrow Show. Sale Barn, Chana. 10 a.m.
March 4	Sangamon County Vegetable School. Springfield. 7:30 p.m.
March 5	Henderson County Vegetable School.
March 5	Extension Staff District Meeting--District IV. Extension Office, Clinton.
March 6	Extension Staff District Meeting--District III. Extension Office, Rushville.
March 6	Peoria, Tazewell, Woodford County Beef Tour, Peoria County, 9 a.m.; Steer Evaluation, Sale Barn, Congerville, 1 p.m.
March 7	Feeder Pig Sale. Association Sale Barn, Albion. 1 p.m.
March 7-8	U. of I. Agriculture Delegate Assembly. Room 426 Mumford Hall, Urbana. 9 a.m.
March 11	U. of I. Pork Industry Day. Auditorium, U. of I., Urbana. 9:30 a.m.
March 11	Regional Strawberry School. Community Center, Centralia. 9:30 a.m. to 3 p.m.
March 12	Extension Staff District Meeting--District I. Farm Bureau Building, Princeton.
March 12	Illinois Farm Electrification Council--District VI Conference. Holiday Inn, Carbondale.
March 13	Extension Staff District Meeting--District II. Extension Center, Geneva.
March 13	Illinois Farm Electrification Council--District V Conference. Ramada Inn, Effingham.

March 13	Feeder Pig Sale. Association Sale Barn, Benton. 1 p.m.
March 14	Illinois Farm Electrification Council--District IV Conference. DeWitt County Extension Education Center, Clinton.
March 19	Extension Staff District Meeting--District V. Farm Bureau Building, Vandalia.
March 20	Extension Staff District Meeting--District VI. Farm Bureau Building, Benton.
March 20	Illinois Farm Electrification Council-- District I Conference. Farm Bureau Building, Princeton.
March 21	Illinois Farm Electrification Council--District III Conference. Rushville.
March 22-30	World Flower and Garden Show. International Amphitheater, Chicago.
March 24-28	New Extension Staff Members Conference. Illini Union, Urbana.
March 29	State FFA Meat and Milk Judging Contests. Stock Pavilion, U. of I., Urbana. 10 a.m.
March 29	Northern Illinois 4-H Judging Clinic. McHenry County Fairgrounds, Woodstock. 9 a.m.
April 4	Feeder Pig Sale. Association Sale Barn, Albion. 1 p.m.
April 5	Multi-County Sheep Meeting. Turkey Hill Grange, Belleville. 10 a.m.
April 10	Feeder Pig Sale. Association Sale Barn, Benton. 1 p.m.
April 19	State FFA Foundation Awards Meeting. Room 103 Mumford Hall, U. of I., Urbana. 10 a.m.

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Cooperative Extension Service
College of Agriculture
University of Illinois, Urbana-Champaign
Office of Agricultural Communications

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

April-May, 1969

April 2	Pesticide Dealer and Applicator Field Meeting. Johnson County Extension Office, Vienna. 1:30 to 3:30 p.m.
April 4	Feeder Pig Sale. Association Sale Barn, Albion. 1 p.m.
April 5	Multi-County Sheep Meeting. Turkey Hill Grange, Belleville. 10 a.m.
April 8	Pesticide Dealer and Applicator Field Meeting. Randolph County Extension Office, Sparta. 1:30 to 3:30 p.m.
April 10	Feeder Pig Sale. Association Sale Barn, Benton. 1 p.m.
April 15	Pesticide Dealer and Applicator Field Meeting. Monroe County Extension Office, Waterloo. 1:30 to 3:30 p.m.
April 16	Pesticide Dealer and Applicator Field Meeting. Madison County Extension Office, Edwardsville. 1:30 to 3:30 p.m.
April 19	State FFA Foundation Awards Meeting. Room 103 Mumford Hall, UIUC, Urbana. 10 a.m.
April 22	Pesticide Dealer and Applicator Field Meeting. Greene County Extension Office, Carrollton. 1:30 to 3:30 p.m.
April 23	Pesticide Dealer and Applicator Field Meeting. Macon County Extension Office, Decatur. 1:30 to 3:30 p.m.
April 23-24	Midwest Extension Veterinarians Meeting. Howard Johnson's Motor Lodge, Joliet.
April 27-May 3	Leisurecraft and Counseling Camp. 4-H Memorial Camp, Monticello.
April 29	Pesticide Dealer and Applicator Field Meeting. Iroquois County Extension Office, Watseka. 1:30 to 3:30 p.m.
May 2	Feeder Pig Sale. Association Sale Barn, Albion. 8 p.m.
May 3	State Vo-Ag Meat and Milk Judging Contests. Stock Pavilion, UIUC, Urbana. 10 a.m.

May 6	Pesticide Dealer and Applicator Field Meeting. Grundy County Extension Office, Morris. 1:30 to 3:30 p.m.
May 7	Extension Staff District Meeting--District IV.
May 8	Extension Staff District Meeting--District III.
May 14	Extension Staff District Meeting--District I.
May 15	Feeder Pig Sale. Association Sale Barn, Benton. 1 p.m.
May 15	Extension Staff District Meeting--District II.
May 20	Pesticide Dealer and Applicator Field Meeting. Pulaski-Alexander County Extension Office, Mounds. 1:30 to 3:30 p.m.
May 21	Pesticide Dealer and Applicator Field Meeting. Saline County Extension Office, Harrisburg. 1:30 to 3:30 p.m.
May 21	Extension Staff District Meeting--District V.
May 22	Extension Staff District Meeting--District VI.

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May 6	Pesticide Dealer and Applicator Field Meeting. Grundy County Extension Office, Morris. 1:30 to 3:30 p.m.
May 7	Extension Staff District Meeting--District IV.
May 8	Extension Staff District Meeting--District III.
May 14	Extension Staff District Meeting--District I.
May 15	Feeder Pig Sale. Association Sale Barn, Benton. 1 p.m.
May 15	Extension Staff District Meeting--District II.
May 20	Pesticide Dealer and Applicator Field Meeting. Pulaski-Alexander County Extension Office, Mounds. 1:30 to 3:30 p.m.
May 21	Pesticide Dealer and Applicator Field Meeting. Saline County Extension Office, Harrisburg. 1:30 to 3:30 p.m.
May 21	Extension Staff District Meeting--District V.
May 22	Extension Staff District Meeting--District VI.

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Cooperative Extension Service
College of Agriculture
University of Illinois, Urbana-Champaign
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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

May-June, 1969

May 2	Feeder Pig Sale. Association Sale Barn, Albion. 8 p.m.
May 3	State Vo-Ag Meat and Milk Judging Contests. Stock Pavilion, U. of I., Urbana. 10 a.m.
May 6	Pesticide Dealer and Applicator Field Meeting. Grundy County Extension Office, Morris. 1:30 to 3:30 p.m.
May 7	Extension Staff District Meeting--District IV. 314A Illini Union, U. of I., Urbana. 9:30 a.m. to 3 p.m.
May 8	Extension Staff District Meeting--District III. Blackhawk Restaurant, Jacksonville. 9:30 a.m. to 3 p.m.
May 14	Extension Staff District Meeting--District I. LeClaire Hotel, Moline. 9:30 a.m. to 3 p.m.
May 15	Feeder Pig Sale. Association Sale Barn, Benton. 1 p.m.
May 15	Extension Staff District Meeting--District II. Ramada Inn, Aurora. 9:30 a.m. to 3 p.m.
May 20	Pesticide Dealer and Applicator Field Meeting. Pulaski-Alexander County Extension Office, Mounds. 1:30 to 3:30 p.m.
May 21	Pesticide Dealer and Applicator Field Meeting. Saline County Extension Office, Harrisburg. 1:30 to 3:30 p.m.
May 21	Extension Staff District Meeting--District V. Ramada Inn, Effingham. 9:30 a.m. to 3 p.m.
May 22	Extension Staff District Meeting--District VI. Ramada Inn, Marion. 9:30 a.m. to 3 p.m.
June 2-6	Peoria Wool Pool. Exposition Gardens, Peoria.
June 3	Pesticide Dealer and Applicator Field Meeting. Perry County Extension Office, Pinckneyville. 1:30 to 3:30 p.m.
June 4	Pesticide Dealer and Applicator Field Meeting. White County Extension Office, Carmi. 1:30 to 3:30 p.m.
June 4	Annual Meeting of Illinois Poultry Industry Council. IAA Building. Bloomington. 9 a.m.

June 6	Feeder Pig Sale. Association Sale Barn, Albion. 8 p.m.
June 9	Pesticide Dealer and Applicator Field Meeting. Jasper County Extension Office, Newton. 1:30 to 3:30 p.m.
June 10	Pesticide Dealer and Applicator Field Meeting. St. Clair County Extension Office, Belleville. 1:30 to 3:30 p.m.
June 10	Pesticide Dealer and Applicator Field Meeting. Marion County Extension Office, Salem. 1:30 to 3:30 p.m.
June 10-12	State FFA Convention. Assembly Hall, U. of I., Urbana.
June 11	Pesticide Dealer and Applicator Field Meeting. Macoupin County Extension Office, Carlinville. 1:30 to 3:30 p.m.
June 11	Pesticide Dealer and Applicator Field Meeting. Moultrie County Extension Office, Sullivan. 1:30 to 3:30 p.m.
June 11-13	Illinois Homemakers Extension Citizenship and Organization Conference. U. of I., Urbana.
June 12	Feeder Pig Sale. Association Sale Barn, Benton. 1 p.m.
June 14	State Lamb Carcass Show. Junior Fair Building, State Fairgrounds, Springfield. 6 p.m.
June 16-19	Annual Conference of Illinois Association of Vocational Agriculture Teachers. Illini Union, U. of I., Urbana. 1 p.m.
June 17	Pesticide Dealer and Applicator Field Meeting. Brown County Extension Office, Mt. Sterling. 1:30 to 3:30 p.m.
June 17	Pesticide Dealer and Applicator Field Meeting. Henderson County Extension Office, Stronghurst. 1:30 to 3:30 p.m.
June 17-20	Illinois State 4-H Week. U. of I., Urbana.
June 17	Agronomy Field Day. Brownstown. 9:30 a.m.
June 18	Pesticide Dealer and Applicator Field Meeting. Knox County Extension Office, Galesburg. 1:30 to 3:30 p.m.
June 18	Pesticide Dealer and Applicator Field Meeting. McLean County Extension Office, Bloomington. 1:30 to 3:30 p.m.
June 18	Agronomy Field Day. Carlinville. 6:30 p.m.
June 19	Pesticide Dealer and Applicator Field Meeting. Livingston County Extension Office, Pontiac. 1:30 to 3:30 p.m.

June 19	Pesticide Dealer and Applicator Field Meeting. Iroquois County Extension Office, Watseka. 1:30 to 3:30 p.m.
June 23	Pesticide Dealer and Applicator Field Meeting. Whiteside County Extension Office, Morrison. 1:30 to 3:30 p.m.
June 23	Pesticide Dealer and Applicator Field Meeting. LaSalle County Extension Office, Ottawa. 1:30 to 3:30 p.m.
June 23	Northern Illinois Lamb Carcass Show. Seneca. 7 p.m.
June 24	Pesticide Dealer and Applicator Field Meeting. JoDaviess County Extension Office, Elizabeth. 1:30 to 3:30 p.m.
June 24	Pesticide Dealer and Applicator Field Meeting. Winnebago County Extension Office, Rockford. 1:30 to 3:30 p.m.
June 24	State 4-H Judging Contests. U. of I., Urbana. 10 a.m.
June 25-27	American Poultry and Hatchery Federation Convention. Sherman House, Chicago.
June 25	Agronomy South Farm Tour for Illinois Crop Improvement Association and Illinois Seed Dealers Association. Agronomy South Farm, U. of I., Urbana. 10 a.m. to 3 p.m.
June 26	Agronomy Day. Agronomy South Farm, U. of I., Urbana. 7 a.m.

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Cooperative Extension Service
College of Agriculture
University of Illinois, Urbana-Champaign
Office of Agricultural Communications

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

June-July, 1969

June 1	Hampshire Swine Breeders Picnic. McDonough County 4-H Grounds.
June 2-5	Dixon Springs Wool Pool. Robbs. All day.
June 2-6	Peoria Wool Pool. Exposition Gardens, Peoria.
June 3	Pesticide Dealer and Applicator Field Meeting. Perry County Extension Office, Pinckneyville. 1:30 to 3:30 p.m.
June 4	Pesticide Dealer and Applicator Field Meeting. White County Extension Office, Carmi. 1:30 to 3:30 p.m.
June 4	Annual Meeting of Illinois Poultry Industry Council. IAA Building, Bloomington. 9 a.m.
June 6	Feeder Pig Sale. Association Sale Barn, Albion. 8 p.m.
June 9	Pesticide Dealer and Applicator Field Meeting. Jasper County Extension Office, Newton. 1:30 to 3:30 p.m.
June 10	Pesticide Dealer and Applicator Field Meeting. St. Clair County Extension Office, Belleville. 1:30 to 3:30 p.m.
June 10	Pesticide Dealer and Applicator Field Meeting. Marion County Extension Office, Salem. 1:30 to 3:30 p.m.
June 10-12	State FFA Convention. Assembly Hall, U. of I., Urbana.
June 11	Pesticide Dealer and Applicator Field Meeting, Macoupin County Extension Office, Carlinville. 1:30 to 3:30 p.m.
June 11	Pesticide Dealer and Applicator Field Meeting. Moultrie County Extension Office, Sullivan. 1:30 to 3:30 p.m.
June 11-12	Illinois Homemakers Extension Citizenship and Organization Conference. U. of I., Urbana.
June 12	Feeder Pig Sale. Association Sale Barn, Benton. 1 p.m.
June 13	State Orchard Day. Cobden. 9 a.m. to 3:30 p.m.
June 13-14	Illinois Christmas Tree Growers Assoc. Spring Meeting. Prairie Trails Inn, San Jose. 1:00 p.m.
June 14	State Lamb Carcass Show. Junior Fair Building, State Fairgrounds, Springfield. 6 p.m.

June 16-19	Annual Conference of Illinois Association of Vocational Agricultural Teachers. Illini Union, U. of I., Urbana. 1 p.m.
June 17	Pesticide Dealer and Applicator Field Meeting. Brown County Extension Office, Mt. Sterling. 1:30 to 3:30 p.m.
June 17	Pesticide Dealer and Applicator Field Meeting. Henderson County Extension Office, Stronghurst. 1:30 to 3:30 p.m.
June 17-20	Illinois State 4-H Week. U. of I., Urbana.
June 17	Agronomy Field Day. Brownstown. 9:30 a.m.
June 18	Pesticide Dealer and Applicator Field Meeting. Knox County Extension Office, Galesburg. 1:30 to 3:30 p.m.
June 18	Pesticide Dealer and Applicator Field Meeting. McLean County Extension Office, Bloomington. 1:30 to 3:30 p.m.
June 18	Agronomy Field Day. Carlinville. 6:30 p.m.
June 19	Pesticide Dealer and Applicator Field Meeting. Livingston County Extension Office, Pontiac. 1:30 to 3:30 p.m.
June 19	Pesticide Dealer and Applicator Field Meeting. Iroquois County Extension Office, Watseka. 1:30 to 3:30 p.m.
June 22	Duroc State Picnic. Logan County Fairgrounds.
June 23	Pesticide Dealer and Applicator Field Meeting. Whiteside County Extension Office, Morrison. 1:30 to 3:30 p.m.
June 23	Pesticide Dealer and Applicator Field Meeting. LaSalle County Extension Office, Ottawa. 1:30 to 3:30 p.m.
June 23	Northern Illinois Lamb Carcass Show. Seneca. 7 p.m.
June 24	Pesticide Dealer and Applicator Field Meeting. JoDaviess County Extension Office, Elizabeth. 1:30 to 3:30 p.m.
June 24	Pesticide Dealer and Applicator Field Meeting. Winnebago County Extension Office, Rockford. 1:30 to 3:30 p.m.
June 24	State 4-H Judging Contests. U. of I., Urbana. 10 a.m.
June 25-27	American Poultry and Hatchery Federation Convention. Sherman House, Chicago.
June 25	Agronomy South Farm Tour for Illinois Crop Improvement Association and Illinois Seed Dealers Association. Agronomy South Farm, U. of I., Urbana. 10 a.m. to 3 p.m.
June 26	Agronomy Day. Agronomy South Farm, U. of I., Urbana. 7 a.m.

July 1	Agronomy Field Day. DeKalb. 10 a.m.
July 2	Dixon Springs Horticulture Field Day. Dixon Springs.
July 10	Feeder Pig Sale. Sale Barn, Benton. 1 p.m.
July 11	Feeder Pig Sale. Sale Barn, Albion. 8 p.m.
July 13	Poland China State Picnic. Roseville. 10 a.m.
July 13	Chester White State Picnic. Ernest Hanson McNabb. 10 a.m.
July 14-16	State 4-H Citizenship Conference. Holiday Inn East, Springfield.
July 21-25	State 4-H Junior Leaders Conference. Memorial 4-H Camp. Monticello.
July 23-25	Spotted Swine Type Conference. Illinois State Fairgrounds.
July 25	U. of I. Beef Cattle Feeders Day. U. of I., Urbana. 8:30 a.m.
July 28-31	American Society of Animal Science Annual Meeting. Purdue University.
July 31	Agronomy Field Day. Carbondale. 1 p.m.

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Cooperative Extension Service
College of Agriculture
University of Illinois, Urbana-Champaign
Office of Agricultural Communications

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

July-August, 1969

July 1	Agronomy Field Day. DeKalb. 10 a.m.
July 1	Agronomy Field Day. Northern Illinois Agronomy Research Center. Shabbona. 10 a.m.
July 1	Tazewell County Beef Cow-Calf Field Day. Roger Steiger Farm near Deleman. 9:30 a.m.
July 2	Dixon Springs Horticulture Field Day. Dixon Springs.
July 10	Feeder Pig Sale. Sale Barn, Benton. 1 p.m.
July 11	Feeder Pig Sale. Sale Barn, Albion. 8 p.m.
July 13	Poland China State Picnic. Roseville. 10 a.m.
July 13	Chester White State Picnic. Ernest Hanson McNabb. 10 a.m.
July 14-16	State 4-H Citizenship Conference. Holiday Inn East, Springfield.
July 19	Tri-State 4-H Swine Show. Evansville, Indiana.
July 21-25	State 4-H Junior Leaders Conference. 4-H Memorial Camp, Monticello.
July 23-25	Spotted Swine Type Conference. State Fairgrounds, Springfield.
July 25	U. of I. Beef Cattle Day. Urbana. 8:30 a.m.
July 31	Agronomy Field Day. Carbondale. 1 p.m.
July 31	Western Swine Test Station Sale. Western Illinois University, Macomb. 7:30 p.m.
July 31-Aug. 1	West Central Section of American Society of Agronomy. Lincoln, Neb.
August 3-6	American Society of Animal Science Annual Meeting. Purdue University, Lafayette, Indiana.
August 3-6	American Institute of Cooperators Annual Meeting. Assembly Hall, University of Illinois, Urbana.
August 3-9	Boys' Farm Forestry Camp. Southern 4-H Camp, West Frankfort.

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS--2

August 7-16	Illinois State Fair. Springfield.
August 12	Agronomy Field Day. Kewanee. 2 p.m.
August 12	Agronomy Field Day. Dixon Springs. 10 a.m.
August 14	State 4-H Judging Contest. Junior Livestock Building, State Fairgrounds, Springfield. 1 p.m.
August 18	Agronomy Field Day. Aledo. 1 p.m.
August 18-22	State 4-H Conservation Camp. 4-H Memorial Camp, Monticello.
August 19	Forrest Test Station Sale. Livingston 4-H Fairgrounds. 8 p.m.
August 19-21	Illinois Land Improvement Contractors Soil and Water Conservation Show. Robert C. Smith Farm, Franklin County. 9 a.m. to 5 p.m.
August 19-21	5-year 4-H Room Improvement Tour. Chicago.
August 21	Melvin Test Station Sale.
August 25	Agronomy Field Day. Carthage. 1 p.m.
August 25-28	4-H Craft Workshop. 4-H Memorial Camp, Monticello.
August 25-29	Conference for New Extension Staff Members. U. of I., Urbana.
Aug. 25-Sept. 1	DuQuoin State Fair. DuQuoin.
August 26	Agronomy Field Day. Hartsburg. 1 p.m.
August 28	Western Swine Test Station Sale. Western Illinois University, Macomb 7:30.

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Cooperative Extension Service
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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

August-September, 1969

August 1	West Central Section of American Society of Agronomy. Lincoln, Neb.
August 3	Amateur Trial Garden Field Day. Annual Trial Grounds, Corner of Florida and Lincoln Avenues, Urbana. 10 a.m. to 5 p.m.
August 3-6	American Society of Animal Science Annual Meeting. Purdue University, Lafayette, Indiana.
August 3-6	American Institute of Cooperators Annual Meeting. Assembly Hall, University of Illinois, Urbana.
August 3-9	Boys' Farm Forestry Camp. Southern 4-H Camp, West Frankfort.
August 7	Sand Field Day. 4 p.m. Near Kilbourne.
August 7-16	Illinois State Fair. Springfield.
August 12	Agronomy Field Day. Kewanee. 2 p.m.
August 12	Agronomy Field Day. Dixon Springs. 10 a.m.
August 14	State 4-H Judging Contest. Junior Livestock Building, State Fairgrounds, Springfield. 1 p.m.
August 18	Agronomy Field Day. Aledo. 1 p.m.
August 18-22	State 4-H Conservation Camp. 4-H Memorial Camp, Monticello.
August 19	Forest Test Station Sale. Livingston 4-H Fairgrounds. 8 p.m.
August 19-21	Illinois Land Improvement Contractors Soil and Water Conservation Show. Robert C. Smith Farm, Franklin County. 9 a.m. to 5 p.m.
August 21	Melvin Test Station Sale. Melvin Fairgrounds. 7:30 p.m.
August 25	Agronomy Field Day. Carthage. 1 p.m.
August 25-28	4-H Craft Workshop. 4-H Memorial Camp, Monticello.
August 25-29	Conference for New Extension Staff Members. U. of I., Urbana.
August 25-Sept. 1	DuQuoin State Fair. DuQuoin.
August 26	Agronomy Field Day. Hartsburg. 1 p.m.
August 28	Western Swine Test Station Sale. Western Illinois University, Macomb. 7:30 p.m.

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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS - 2

Sept. 2	Agronomy Field Day. Southwest Farms, Belleville. 1 p.m.
Sept. 3	Agronomy Field Day. Brownstown. 9:30 a.m.
Sept. 3	Illinois State Turkey Growers Association Fall Meeting. John Ammon Farm, Winslow, Illinois. 10:00 a.m.
Sept. 3-5	Central States Section Meeting, Society of American Foresters. Allerton Park. 4:00 p.m.
Sept. 4	Agronomy Field Day. Carlinville. 1 p.m.
Sept. 4	Agronomy Field Day. Toledo. 1 p.m.
Sept. 5	Agronomy Field Day. Oblong. 1 p.m.
Sept. 5	Annual Meeting of Illinois Farm Bureau Farm Management Service. Illini Union, U. of I., Urbana. 1:30 p.m.
Sept. 8	Agronomy Field Day. Newton. 1:00 p.m.
Sept. 11	Agronomy Field Day. Elwood. 1:00 p.m.
Sept. 12	Agronomy Field Day. Dixon. 1:00 p.m.
Sept. 16	Annual Illinois Poultry Seminar. 9:00 a.m. Ramada Inn, Peoria.
Sept. 23-24	Southern Illinois Homemaker's Camp. Southern Illinois 4-H Camp, West Frankfort. 9 a.m.
Sept. 21-25	National Association of County Agricultural Agents, Atlantic City, New Jersey.

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Cooperative Extension Service
College of Agriculture
University of Illinois, Urbana-Champaign
Office of Agricultural Communications

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

September-October, 1969

Sept. 2	Agronomy Field Day. Southwest Farms, Belleville. 1 p.m.
Sept. 3	Agronomy Field Day. Brownstown. 9:30 a.m.
Sept. 3	Illinois State Turkey Growers Association Fall Meeting. John Ammon Farm, Winslow. 10 a.m.
Sept. 3-5	Central States Section Meeting, Society of American Foresters. Allerton Park.
Sept. 4	Agronomy Field Day. Carlinville. 1 p.m.
Sept. 4	Agronomy Field Day. Toledo. 1 p.m.
Sept. 5	Agronomy Field Day. Oblong. 1 p.m.
Sept. 5	Annual Meeting of Illinois Farm Business Farm Management Association. Illini Union, U. of I., Urbana. 1:30 p.m.
Sept. 8	Agronomy Field Day. Newton. 1 p.m.
Sept. 11	Agronomy Field Day. Elwood. 1 p.m.
Sept. 12	Agronomy Field Day. Dixon. 1 p.m.
Sept. 16	Annual Illinois Poultry Seminar. 9 a.m. Ramada Inn, Peoria.
Sept. 17-18	Illinois Bankers Agricultural Credit Conference. Law Building, U. of I., Urbana.
Sept. 23-24	Southern Illinois Homemaker's Camp. Southern Illinois 4-H Camp, West Frankfort. 9 a.m.
Sept. 21-25	National Association of County Agricultural Agents, Atlantic City, New Jersey.
Oct. 1	Consumer Problems Conference. Southern Illinois University Students' Center, Carbondale. 9:45 a.m. to 3 p.m.
Oct. 2	Egyptian Livestock Association Feeder Cattle Sale. Robbs. 1 p.m.
Oct. 4	Agriculture and Home Economics Student Guest Day. U. of I. Campus, Urbana. 9 a.m.
Oct. 5-11	National 4-H Club Week.

Oct. 6-10	Annual Extension Fall Conference. Illini Union, U. of I., Urbana.
Oct. 12-17	Annual Meeting of Society of American Foresters. Miami Beach, Florida.
Oct. 17	Southeastern Livestock Association Feeder Cattle Sale. Sale Barn, Albion. 7:30 p.m.
Oct. 19-22	National Association of Extension Home Economists. Philadelphia, Pennsylvania.
Oct. 21	Dairy Plant Fieldman's Conference. Paradise Inn, Champaign. 9:30 a.m.
Oct. 23	Eastern Illinois Livestock Association Feeder Cattle Sale. Shelbyville. 7:30 p.m.
Oct. 26-Nov. 9	Town and Country Art Exhibition. High Court Mall, Lincoln Square Shopping Center, Urbana.
Oct. 27	Western Illinois Livestock Association Feeder Cattle Sale. Pittsfield. 7:30 p.m.

Cooperative Extension Service
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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

October-November, 1969

Oct. 1	Consumer Problems Conference. Southern Illinois University Students' Center, Carbondale. 9:45 a.m. to 3 p.m.
Oct. 2	Egyptian Livestock Association Feeder Cattle Sale. Robbs. 1 p.m.
Oct. 3	Feeder Pig Sale. Albion. 8 p.m.
Oct. 3	Illinois Nutrition Committee Fall Conference. Applied Arts-Education Building, Eastern Illinois University, Charleston. 10 a.m.
Oct. 4	Agriculture and Home Economics Student Guest Day. U. of I. Campus, Urbana. 9 a.m.
Oct. 5-11	National 4-H Week.
Oct. 6-10	Annual Extension Fall Conference. Illini Union, U. of I., Urbana.
Oct. 9	Feeder Pig Sale. Benton. 1 p.m.
Oct. 11	American Society of Agricultural Engineers Central Illinois Section Meeting. Shelbyville.
Oct. 12-17	Annual Meeting of Society of American Foresters. Miami Beach, Florida.
Oct. 17	Southeastern Livestock Association Feeder Cattle Sale. Sale Barn, Albion. 7:30 p.m.
Oct. 19-22	National Association of Extension Home Economists. Philadelphia, Pennsylvania.
Oct. 20-24	Specialized Advisers in Economics Workshop. Illini Union, U. of I., Urbana.
Oct. 21	Dairy Plant Fieldman's Conference. Paradise Inn, Champaign. 9:30 a.m.
Oct. 23	Eastern Illinois Livestock Association Feeder Cattle Sale. Shelbyville. 7:30 p.m.
Oct. 26-Nov. 9	Town and Country Art Exhibition. High Court Mall, Lincoln Square Shopping Center, Urbana.
Oct. 27	Western Illinois Livestock Association Feeder Cattle Sale. Pittsfield. 7:30 p.m.
Oct. 29-31	Fall Conference, Illinois Association of Farm Business Farm Management Fieldmen. Paradise Inn, Champaign.

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS - 2

Oct. 30-31	Illinois Dietetic Association Fall Assembly. Ramada Inn, Peoria.
Nov. 1	Home Economics Homecoming Coffee Hour for Alumnae. Student Lounge, Bevier Hall, U. of I., Urbana. 10 a.m. to 11:30 a.m.
Nov. 4-5	Review of International Agricultural Programs. Illini Union, U. of I., Urbana.
Nov. 7	Feeder Pig Sale. Albion. 8 p.m.
Nov. 9-12	National Association of State Universities and Land Grant Colleges. LaSalle Hotel, Chicago.
Nov. 12-14	Livestock Specialized Advisers Workshop. Paradise Inn, Champaign.
Nov. 13	Feeder Pig Sale. Benton. 1 p.m.
Nov. 17-18	Farm Income Tax Training School. Holiday Inn, Olney.
Nov. 17-18	Farm Income Tax Training School. Farm Bureau Building, Peoria.
Nov. 19-21	Regional Conference, National Sheep Industry Development Program. Howard Johnson's, Urbana.
Nov. 20-21	Farm Income Tax Training School. The Gardens Restaurant and Motel, Litchfield.
Nov. 24	Seed Clinic. Ramada Inn, Effingham. 10 a.m. to 3 p.m.
Nov. 24-25	Farm Income Tax Training School. Augustine's Restaurant, Belleville.
Nov. 24-25	Farm Income Tax Training School. Assembly Hall, U. of I. Campus, Urbana.
Nov. 24-25	Farm Income Tax Training School. Holiday Inn, Joliet.
Nov. 25	Seed Clinic. Carbondale. 10 a.m. to 3 p.m.
Nov. 27-Dec. 6	International Livestock Show. International Amphitheatre, Chicago.
Nov. 29	National 4-H Poultry Judging Contest. U. of I. Chicago Circle Campus, Chicago. 9 a.m.
Nov. 30	American Society of Farm Managers and Rural Appraisers Annual Meeting. LaSalle Hotel, Chicago.

Cooperative Extension Service
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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

November-December, 1969

Nov. 1	Home Economics Homecoming Coffee Hour for Alumnae. Student Lounge, Bevier Hall, U. of I., Urbana. 10 a.m. to 11:30 a.m.
Nov. 4-5	Review of International Agricultural Programs. Illini Union, U. of I., Urbana.
Nov. 7	Feeder Pig Sale. Albion. 8 p.m.
Nov. 9-12	National Association of State Universities and Land Grant Colleges. LaSalle Hotel, Chicago.
Nov. 12-14	Livestock Specialized Advisers Workshop. Paradise Inn, Champaign.
Nov. 13	Feeder Pig Sale. Benton. 1 p.m.
Nov. 17-18	Farm Income Tax Training School. Holiday Inn, Olney.
Nov. 17-18	Farm Income Tax Training School. Farm Bureau Building, Peoria.
Nov. 19-21	Regional Conference, National Sheep Industry Development Program. Howard Johnson's, Urbana.
Nov. 20-21	Farm Income Tax Training School. The Gardens Restaurant and Motel, Litchfield.
Nov. 24	Seed Clinic. Ramada Inn, Effingham. 10 a.m. to 3 p.m.
Nov. 24-25	Farm Income Tax Training School. Augustine's Restaurant, Belleville.
Nov. 24-25	Farm Income Tax Training School. Assembly Hall, U. of I. Urbana.
Nov. 24-25	Farm Income Tax Training School. Holiday Inn, Joliet.
Nov. 25	Seed Clinic, Carbondale. 10 a.m. to 3 p.m.
Nov. 27-Dec. 6	International Livestock Show. International Amphitheatre, Chicago.
Nov. 29	National 4-H Poultry Judging Contest. U. of I. Chicago Circle Campus, Chicago. 9 a.m.
Nov. 30-Dec. 2	American Society of Farm Managers and Rural Appraisers Annual Meeting. LaSalle Hotel, Chicago.
Dec. 1-2	Farm Income Tax Training School. University Union, Western Illinois University.

Dec. 1-2	Farm Income-Tax Training School. Plantation Room, Freeport.
Dec. 1-2	Farm Income-Tax Training School. REA Building, Eldorado.
Dec. 1-2	County Extension Council Chairmen's Conference. Illini Union, U. of I., Urbana.
Dec. 1-3	Illinois Turfgrass Conference. Arlington Park Towers Motel, Arlington Heights.
Dec. 2-4	Illinois Canners' School. Urbana-Lincoln Hotel, Lincoln Square.
Dec. 3	Seed Clinic. 4-H Center, Macomb. 9 a.m. to 3 p.m.
Dec. 4	Seed Clinic. Ramada Inn, Bloomington. 9 a.m. to 3 p.m.
Dec. 4-5	Farm Income-Tax Training School. Holiday Inn, Galesburg.
Dec. 4-5	Farm Income-Tax Training School. Farm Bureau Building, DeKalb.
Dec. 5	Seed Clinic. Vagabond Inn, Rochelle. 9 a.m. to 3 p.m.
Dec. 5	Western Illinois Livestock Association Feeder Cattle Sale. Union Stockyards, Peoria. 1 p.m.
Dec. 5	Feeder Pig Sale. Sale Barn, Albion. 1 p.m.
Dec. 8-9	Farm Income-Tax Training School. Emerald Hills Country Club, Sterling.
Dec. 8-9	Farm Income-Tax Training School. Farm Bureau Ag. Center, Decatur.
Dec. 8-9	Farm Income-Tax Training School. First Federal Savings and Loan Association, Carbondale.
Dec. 9-10	Grain Elevator Managers' Conference. Illini Union, U. of I., Urbana. 9 a.m.
Dec. 9-12	American Society of Agricultural Engineers Winter Meeting. Sherman House, Chicago.
Dec. 10	Performance Tested Bull Sale. Junior Building, State Fairgrounds, Springfield. 1 p.m.
Dec. 10-11	Corn and Sorghum Conference. Pick-Congress Hotel, Chicago.
Dec. 11	Feeder Pig Sale. Sale Barn, Benton. 1 p.m.
Dec. 11-12	Farm-Income-Tax Training School. Blackhawk Restaurant, Jacksonville.
Dec. 11-12	Farm Income-Tax Training School. Holiday Inn, LaSalle-Peru.
Dec. 12	U. of I. Sheep Day. Stock Pavilion, U. of I., Urbana. 9:30 a.m.
Dec. 15-16	Farm Income-Tax Training School. Ramada Inn, Effingham.
Dec. 15-16	Farm Income-Tax Training School. Sheraton Motor Inn, Springfield.

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10/28/69

Cooperative Extension Service
College of Agriculture
University of Illinois
Office of Agricultural Communications

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

December 1969 - January 1970

Dec.	1-2	Farm Income-Tax Training School. University Union, Western Illinois University.
Dec.	1-2	Farm Income-Tax Training School. Plantation Room, Freeport.
Dec.	1-2	Farm Income-Tax Training School. REA Building, Eldorado.
Dec.	1-2	County Extension Council Chairmen's Conference. Illini Union, U. of I., Urbana.
Dec.	1-3	Illinois Turfgrass Conference. Arlington Park Towers Motel, Arlington Heights.
Dec.	2-4	Illinois Canners' School. Urbana-Lincoln Hotel, Lincoln Square.
Dec.	3	Seed Clinic. 4-H Center, Macomb. 9 a.m. to 3 p.m.
Dec.	4	Seed Clinic. Ramada Inn, Bloomington. 9 a.m. to 3 p.m.
Dec.	4-5	Farm Income-Tax Training School. Holiday Inn, Galesburg.
Dec.	4-5	Farm Income-Tax Training School. Farm Bureau Building, DeKalb.
Dec.	4-6	Educational 4-H Dairy Conference. Conrad Hilton, Chicago. 6 p.m.
Dec.	5	Seed Clinic. Vagabond Inn, Rochelle. 9 a.m. to 3 p.m.
Dec.	5	Western Illinois Livestock Association Feeder Cattle Sale. Union Stockyards, Peoria. 1 p.m.
Dec.	5	Feeder Pig Sale. Sale Barn, Albion. 1 p.m.
Dec.	8-9	Farm Income-Tax Training School. Emerald Hills Country Club, Sterling.
Dec.	8-9	Farm Income-Tax Training School. Farm Bureau Ag. Center, Decatur.
Dec.	8-9	Farm Income-Tax Training School. First Federal Savings and Loan Association, Carbondale.
Dec.	9	Area Dairy Day. VFW Hall, Trenton. 10 a.m.
Dec.	9-10	Grain Elevator Managers' Conference. Illini Union, U. of I., Urbana. 9 a.m.
Dec.	9-12	American Society of Agricultural Engineers Winter Meeting. Sherman House, Chicago.

Dec. 10	Performance Tested Bull Sale. Junior Building, State Fairgrounds, Springfield. 1 p.m.
Dec. 10-11	Corn and Sorghum Conference. Pick-Congress Hotel, Chicago.
Dec. 11	Feeder Pig Sale. Sale Barn, Benton. 1 p.m.
Dec. 11-12	Farm Income-Tax Training School. Blackhawk Restaurant, Jacksonville.
Dec. 11-12	Farm Income-Tax Training School. Holiday Inn, LaSalle-Peru.
Dec. 12	U. of I. Sheep Day. Stock Pavilion, U. of I., Urbana. 9:30 a.m.
Dec. 15-16	Farm Income-Tax Training School. Ramada Inn, Effingham.
Dec. 15-16	Farm Income-Tax Training School. Sheraton Motor Inn, Springfield.
Jan. 2	Feeder Pig Sale. Association Sale Barn. Albion. 1 p.m.
Jan. 6-7	Illinois Seed Dealers Association Annual Meeting. Holiday Inn East, Springfield. 8 p.m.
Jan. 8	Feeder Pig Sale. Association Sale Barn, Benton. 1 p.m.
Jan. 9-10	Illinois Christmas Tree Growers' Association. Starved Rock State Park. 5 p.m.
Jan. 11-13	Illinois State Horticultural Society Annual Meeting. Augustines Restaurant and Motel, Belleville. 7 p.m.
Jan. 12	Beef Performance Testing Clinic. Bloomington. 1 p.m.
Jan. 13	Beef Performance Testing Clinic. Rockford, 1 p.m.
Jan. 13	Beef Performance Testing Clinic. Princeton. 8 p.m.
Jan. 14	Beef Performance Testing Clinic. Macomb. 1 p.m.
Jan. 14	Beef Performance Testing Clinic. Jacksonville. 8 p.m.
Jan. 14	Bedding Plant School. 7 Eagles Restaurant, Des Plaines. 9 a.m. to 3 p.m.
Jan. 14-15	Grain Conditioning Conference. Illini Union, U. of I., Urbana. 9 a.m.
Jan. 15	Beef Performance Testing Clinic. Mascoutah. 1 p.m.
Jan. 15	Beef Performance Testing Clinic. Effingham. 8 p.m.
Jan. 16	Beef Performance Testing Clinic. Carmi. 1 p.m.
Jan. 18-21	Illinois State Nurserymen's Association Meeting. Arlington Arms Motor Inn, Arlington Heights. 9 a.m. to 6 p.m.
Jan 26	Soybean Conference. Holiday Inn East, Springfield. 8 a.m.

Jan.	26-27	Illinois Land Improvement Contractor's Annual Meeting. St. Nicholas Hotel, Springfield, 9 a.m.
Jan.	27	Custom Spray Aerial and Ground Applicators Association Meeting. Ramada Inn, Urbana. 9 a.m.
Jan.	28-29	22nd Custom Spray Operator's Training School. Illini Union, U. of I., Urbana. 9 a.m.
Jan.	29-30	Illinois Homemaker's Extension Federation Annual Meeting. Wardall Hall, U. of I., Urbana. Noon.
Jan.	29-30	Illinois Society of Professional Farm Managers and Rural Appraisers Meeting. Illini Union, U. of I., Urbana. 9 a.m.
Jan.	30	Rural Youth Winter Rally. Illini Union, U. of I., Urbana. 7:30 p.m.
Feb.	1	

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EXCLUSIVE

RELEASES FOR EXTENSION ADVISERS
FROM EXTENSION EDITORS . . . 330 MUMFORD HALL . . . URBANA

Church, Community Institute
Slated For January 27-29

URBANA--"The Church's Involvement in the Changing Community" is the theme for the 39th Church and Community Institute, Jan. 27-29, at the University of Illinois Illini Union.

The Institute is a cooperative effort by Illinois churches and the U. of I. Cooperative Extension Service to provide continuing education and in-service training for pastors and laymen.

At the opening Monday luncheon, Rockwell Smith, Garrett Theological Seminary sociologist, will discuss "The Church in a Changing Culture." During the afternoon session, Victor Obenhaus, Chicago Theological Seminary, will conduct a discussion period on "What Is Happening to the Church?"

Tuesday morning's session features discussions on the role of the church in a changing culture and the church initiating wholesome change. The two speakers are B.B. Maurer, program director of continuing clergymen education, West Virginia University, Morgantown, and Msgr. Edward W. O'Rourke, executive director, National Catholic Rural Life Conference, Des Moines, Iowa.

Hugo Leinberger, strategy director, United Church of Christ, Illinois Conference, will describe "Exciting Changes: Inter-Church and Inter-Faith" at the afternoon session. Also, Rev. Edsel A. Ammons, Garrett Theological Seminary, will comment on "What Can the Church Do About the Burning Issues of Today?"

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Wednesday morning, conferees will hear a discussion on "As I See It." Panelists are Msgr. L.H. Wiskirchen, dean, Seminary of Immaculate Conception, Springfield Diocese; E.P. Williams, district superintendent, African Methodist Episcopal Church, Springfield District; R. Schultz, Concordia Theological Seminary, Springfield; and John Webb, Lincoln Christian College, Lincoln, Ill. Catalyst for the group will be Paul Davis, news director, Station WCIA-TV, Champaign.

Conference participants may elect to take an evening class on Monday. Classes include Community Planning and Development, Special Ministries in Public Institutions, and Recreation and Wreck-Reation.

A number of discussion groups will give participants opportunity to explore implications of social and economic change for the church.

For further information about registration and housing, see your county Extension adviser or write H.J. Schweitzer, 305 Mumford Hall, University of Illinois, Urbana 61801.

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12/31/68

UI Agricultural Economist
Completes India Assignment

URBANA--D.E. Erickson, University of Illinois agricultural economist, has returned from a three-month consultation tour at Jawaharlal Nehru Agricultural University (JNAU) at Jabalpur, India.

"My work in India was concerned with three main activities," Erickson said. "Most important was reviewing research in farm management and production economics as consultant to the agricultural economics department at JNAU. I also worked with Indian agricultural economists on a farm records project and supervised research work of a U. of I. Indian student."

Erickson spent most of his time on the central campus of JNAU. "A team of seven U. of I. specialists at JNAU are helping develop programs for teaching, research and extension," he pointed out.

The economist discussed agricultural economics research at branch JNAU campuses in Raipur, Rewa, Gwalior, Indore, Sehore and Mhow and stressed the importance of intensively using agricultural resources.

Erickson also supervised the research work of R.S. Misra, an Indian student doing graduate work at the U. of I. but who is back in India to carry out his research project. Once he completes the research, Misra will be awarded his degree and will again return to India.

Work on farm records for farmer use was a joint research effort with the Ford Foundation in India, Erickson said.

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12/31/68

NOTE TO ADVISERS: Here are your Communication Aids Materials for promoting the Beef Feedlot Clinic.

NOT FOR PUBLICATION.....You'll want to localize the articles in this promotion packet by referring to the Beef Feedlot Clinic schedule below and plugging in the appropriate information.

Releases can be localized further, by you, by indicating additional arrangements for transportation, meals, etc.

This material was prepared by Robert Coffman, Extension communication specialist, 330 Mumford Hall. Direct questions to him at (217) 333-1130.

Date	Town	Location
February 11	Jacksonville	Blackhawk Restaurant
February 12	Springfield	Heritage House
February 18	Rantoul	Redwood Inn
February 19	Sterling	Emerald Hills Country Club
February 20	East Moline	John Deere Center
March 13	Pittsfield	??

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12/31/68

Manure Management
Beef Feedlot Clinic Topic

As cattlemen expand their feeding facilities and intensify production, they are finding it harder and harder to ignore mounting manure problems.

Don Jedele, University of Illinois Extension agricultural engineer, plans to spend most of his time discussing this subject during his appearance at the forthcoming University of Illinois Beef Feedlot Clinic, scheduled for _____ (date) in _____ (town) at the _____ (location).

The Clinic, one of six multi-county meetings scheduled in Illinois during February and March, also features reports from beef specialists and veterinary medicine representatives from the U. of I. The program is slated to start at 10 o'clock.

Jedele plans to review the laws and moral responsibility of waste management as well as discussing methods of disposal and precautions you can build into your operation.

He'll also devote some time to the subject of building ventilation--both open-front sheds and total confinement buildings.

The entire program looks good. Hope you'll plan to attend the _____ (town) meeting on _____ (date).

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12/31/68

Roundup Of Feeding Ideas
For Beef Clinic
(date)

Cattle feeders in _____ County should plan to attend the University of Illinois Beef Clinic scheduled for _____ (date) in _____ (town), at the _____ (location).

Burt A. Weichenthal, U. of I. Extension beef specialist, is one of the featured speakers on the program. He tells us he'll be presenting a roundup of beef information--including these topics:

--Levels of grain to use with corn silage. How do various levels affect animal performance in the feedlot, carcass characteristics and return per acre of crop fed?

--Roughage levels in high-grain rations, including a discussion on the use of oyster shell. Feed cost per unit of weight gain is the critical factor to be examined.

--Comparisons between shelled corn and processed corn for cattle. Does it pay to roll or crack dry shelled corn?

--Results of a new antibiotic-sulfa drug combination for starting calves will be discussed.

--Levels of urea, minerals, hormones, and antibiotics, and other supplemental ingredients.

Other Beef Feedlot Clinic speakers will include U. of I. agricultural engineers and representatives of the College of Veterinary Medicine.

We think you'll find the Clinic well worth your while. Hope to see you at the _____ meeting on _____. The program starts at 10 o'clock.

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RC:njp
12/31/68

NOTE TO ADVISERS: This release only good for February 12, 18 and 19 Beef Feedlot Clinics. This subject not covered at other meetings.

Vaccination Or Immunization?
What's The Difference?

Cattlemen need to be thinking more in terms of ounces of prevention than pounds of cure, believes Dr. Al J. Koltveit, Extension veterinarian at the University of Illinois.

He recommends that feedlot operators put more emphasis on disease prevention and immunization programs rather than trying to "put out brush fires" with vaccination.

Dr. Koltveit will discuss vaccination and immunization procedures further when he appears on the Beef Feedlot Clinic program on _____ in _____ at the _____.
(date) (town) (location)

The veterinarian will be joined by beef specialists and agricultural engineers at the _____ meeting. This is one of six multi-county Beef Feedlot Clinics being held throughout Illinois during February and March.

The program starts at 10 o'clock. Judging from the response of local cattle feeders after last year's Clinic, you won't want to miss this year's.

Hope to see you _____ at the _____ meeting.

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RC:njp
12/31/68

NOTE: This release only good for February 11, 20 and March 13 Beef Clinics. This subject not covered at other meetings.

Preconditioning Is
Beef Clinic Topic

Cattle feeders heard a lot of talk last fall about preconditioned calves. With numerous definitions and conflicting claims, this may have left you a bit confused on the subject.

If so, you'll want to be sure and hear Extension veterinarian Dr. Al Koltveit discuss the subject during the University of Illinois Beef Feedlot Clinic scheduled for _____ (date)

in _____ (town) at the _____ (location).

Dr. Koltveit has authored, or been the authority, in a number of national articles in the farm press on the subject of preconditioning feeder cattle. We are fortunate to have him on the Beef Clinic program.

Other Beef Clinic speakers scheduled include U. of I. beef specialists and agricultural engineers.

The _____ (town) meeting is one of six multi-county meetings being held throughout Illinois during February and March.

Whether your interest is in preconditioned calves, the latest feeding recommendations, waste management or building ventilation, we think you'll find the Beef Clinic is a day well spent. Hope to see you in _____ (town) on _____ (date).

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12/31/68

NOTE: This release only good for February 11, 12 and March 13 Beef Feedlot Clinics. This specialist not appearing at other meetings.

Options For Housing, Feeding, and Handling
Beef Feedlot Clinic Topic

Once you decide to make some changes in your beef feeding operation, how do you decide what changes to make? If you are struggling with choices of ways to house your cattle, or feed them, or clean up after them, you'll want to hear Marvin Hall, University of Illinois Extension agricultural engineer, when he speaks at the Beef Feedlot Clinic on _____.
(date)

The meeting, one of six such multi-county events being held throughout Illinois during February and March, will be held at the _____ in _____. The program begins at
(location) (town)
10 o'clock.

Hall tells me he'll cover the following subjects:

--The systemized approach to designing a beef feeding system;

--Review of types of feeding systems being used by feeders today;

--Environmental control in beef housing;

--Waste disposal systems;

--Choice of building style and materials.

U. of I. Extension beef specialists and veterinarians are also slated for the four-hour program. This looks like a day well spent. Plan now to make the _____ Beef Feedlot Clinic. Contact
(town)
our office if you have any questions.

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12/31/68

Suggested direct mail letter to promote Beef Feedlot Clinic nearest you.

Mr. Cattle Feeder:

_____ is the day when cattle feeders from several
(date)

adjoining counties will be gathering in _____ for the
(town)

annual University of Illinois Beef Feedlot Clinic. We hope you'll reserve the day and plan to join us. The meeting will be held at the _____, with the first speaker on at 10 o'clock.
(location)

Here's a rundown of some of the topics to be covered durin during the four-hour meeting.

--U. of I. Extension beef specialists plan to review a number of the latest feeding recommendations, including talk of levels of grain to use with corn silage and amounts of roughages to use in high-grain rations. They'll also discuss some new calf-starting techniques and appraise the idea of feeding whole dry shelled corn to cattle.

--Agricultural engineers have been wading through the numerous approaches to manure management and should have some helpful suggestions on how you can get your manure out from under foot. They'll be talking building ventilation, too.

--How do the shifts in cattle feeding population nationwide affect you? Is 1969 likely to be another year where strong consumer demand will keep prices strong even though there are still large numbers of cattle on feed? Is now the time to expand facilities? Agricultural economists are weighing all of the first-of-the-year factors and make their analysis at the meeting.

--Herd health can hardly be taken for granted. Extension veterinarians are on the program to outline some of the newest recommendations to help keep your cattle healthy and thrifty.

As you can see, we have a full program planned. But not so full that you won't have an opportunity to toss out questions. See you _____?
(date)

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12/31/68

EXCLUSIVE

RELEASES FOR EXTENSION ADVISERS
FROM EXTENSION EDITORS . . . 330 MUMFORD HALL . . . URBANA

Ag Industries Forum Offers
Grain Marketing Session

____(County name)____ County farmers and grain handlers will have an opportunity to discuss recent and future developments in the grain industry at the 11th annual Agricultural Industries Forum, Jan. 29-30, in the University of Illinois Illini Union.

Theme for the two-day Forum is "Issues and Choices in a Changing Agriculture." The grain marketing special interest session general theme is "Our Grain Markets 20 Years Hence," reports ____(your name)____, __(county)__ County Extension adviser.

On Wednesday, Jan. 29, D.E. Alexander, U. of I. geneticist, will discuss "Where We Are Now in Grain Production and Marketing: In Corn Breeding and Use."

Three U. of I. agricultural economists will comment on modernizing grain markets and on-farm and off-farm conditioning and storage of corn. They are T.A. Hieronymus, J.T. Scott and L.D. Hill.

Thursday morning a panel will focus on "The Future Organization of Midwest Grain Markets." Panelists and subtopics are J.W. Ingram, vice president, Illinois Central Railroad, Chicago, "Transporting Grains"; Paul Anderson, Jr., president, Hasenwinkle Wallace Co., Bloomington, "Originating Grains."

J.W. Moore, vice president, A.E. Staley Manufacturing Co., Decatur, "Processing"; and H.R. Diercks, executive vice president, Cargill, Inc., Minneapolis, Minn., "Domestic and Export Merchandising."

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Financing, dairy and livestock marketing are the other special-interest sessions scheduled for the Forum, (last name only) says. For registration and housing information, write H.D. Guither, General Chairman, 305 Mumford Hall, University of Illinois, Urbana 61801, or see the County Extension Adviser, (address).

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12/31/68

Ag Industries Forum Offers
Dairy Marketing Session

Dairy marketing sessions at the 11th annual Agricultural Industries Forum in the University of Illinois Illini Union, Jan. 29-30, will highlight the theme "How Can the Fluid Milk Industry Meet the Competition of Filled and Imitation Milk?"

Scheduled for the afternoon and evening of Jan. 29 and the morning of Jan. 30, the sessions feature many speakers and panelists from the nation's dairy industry, reports (your name), (county name) County Extension adviser.

Here is a list of the session's main speakers and their topics:

--R.F. Holland, food science department head, Cornell University, Ithaca: "Can Filled and Imitation Milk Have the Nutritional Values and Flavor of Fresh Whole Milk?"

--William Kalbas, Eisner Food Stores, Champaign: "How Can Milk Sales of Food Chains Be Expanded?"

--R.W. Bartlett, U. of I. agricultural economist emeritus: "Can Retail Milk Prices Compete With Prices of Filled Milk?"

--George Huheey, president, Cedar Hill Farms, Cincinnati, Ohio: "Our First Year in the Production and Sale of Filled Milk."

--Dan Mattern, Meadow-Maid, Inc., Santa Ana, Calif.: "The Manufacture and Marketing of Filled and Imitation Milk in California."

--Truman Graf, University of Wisconsin agricultural economist: "Institutional Sales of Sterilized Concentrated Milk."

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--J.F. Reitz, Mid-America Dairy Cooperative, St. Louis, Mo.: "Expected Gains Through Consolidation."

--Hollis Hatfield, American Farm Bureau Federation: "Expanding Milk Markets Through Dairy Promotion and Research."

--J.W. Gruebele, U. of I. agricultural economist: "Vertical Integration of Processing and Distribution of Milk."

--Charles Dane, Sarival Dairy, Phoenix, Ariz.: "The Production and Sale of Filled Milk in Arizona."

--J.H. Hetrick, U. of I. dairy technologist: "Consumer Attitudes Toward the Use of Filled Milk."

--Del Johnson, Consolidated Foods Corp., River Grove: "Centralized Buying of Milk by a Large Food Chain."

--Elmer Baumer, associate dean of graduate school, Ohio State University: "Obtaining Productivity in the Retail Distribution of Milk: 1200 Quarts Daily Per Route."

Grain and livestock marketing and finance are other special interest sessions scheduled for the Forum, (last name only) says. For registration and housing information, see your County Extension Adviser, (address, town, zip) or write H.D. Guither, General Chairman, 305 Mumford Hall, University of Illinois, Urbana 61801.

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Ag Industries Forum Offers
Livestock Marketing Session

(County name) County farmers and livestock men will have an opportunity to discuss recent and future developments in the livestock industry at the 11th annual Agricultural Industries Forum, Jan. 29-30, at the University of Illinois Illini Union.

Theme for the two-day event is "Issues and Choices in a Changing Agriculture." The livestock marketing special interest session general theme is "A Changing Livestock Industry and Implications for the Future," reports (your name) , (county name) County Extension adviser.

On Wednesday, Jan. 29, Merle LeSage, executive vice president, Chicago Order Buyers, will outline "Changes in Markets." Gerald Engelman, Packers and Stockyards Administration, USDA, will comment on "Regulation Responses to a Changing Industry." Charles Bloomberg, executive vice president, Illinois Pork Producers Association, Springfield, will discuss "The New Role of the Illinois Pork Producer."

Thursday's program starts with L.L. Colvis, executive vice president, Interstate Producers Livestock Association, who will describe "The Role of Contracting in Marketing." Arval Erikson, vice president, Oscar Mayer and Co., Madison, Wisc., will explain "The Packing Industry in a Time of Change." E.E. Broadbent, U. of I. agricultural economist, will question "Are We Willing to Adjust?"

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Financing, dairy and grain marketing are the other special interest sessions scheduled for the Forum, (last name only) says. For registration and housing information, write H.D. Guither, General Chairman, 305 Mumford Hall, University of Illinois, Urbana 61801, or see the County Extension Adviser, (address).

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12/31/68

Ag Industries Forum
Offers Finance Session

Organizing the agricultural sector and financing farm growth will highlight the finance session of the 11th annual Agricultural Industries Forum, Jan. 29-30, at the University of Illinois Illini Union.

General theme for the two-day conference is "Issues and Choices in a Changing Agriculture," reports ____(your name)____, (County name)__ County Extension adviser. The U. of I. Cooperative Extension Service will sponsor the Forum.

On Wednesday, Jan. 29, George Brandow, Pennsylvania State University agricultural economist, will describe "Weighing the Alternatives." J.S. Tobey, technical director, agriculture, Chase-Manhattan Bank, New York City, will comment on "Bigness in Agriculture: Where Is It Heading and Why?"

Roy Van Arsdall, USDA agricultural economist stationed at the U. of I., will explore "Can the Family Farm Compete?"

A panel discussion follows. Panelists include Brandow; Tobey; Van Arsdall; Dale Butz, secretary of marketing, Illinois Agricultural Association; and J.A. Logsdon, a farmer from Shawneetown.

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Thursday morning, a banker and a farmer will look at "Financing Farm Growth: Problems and Alternative Solutions." They are Russell Jeckel from Delavan; and Ross Hostetter, vice president, First National Bank, Freeport. R.A. Westcott, vice president, First Nebraska Securities, Inc., Lincoln, Neb., will discuss "The New Role of the Investment Banker in a Growing Agriculture."

A panel discussion follows. Panelists include Jeckel; Hostetter, Westcott; Paul Baichley, general manager, financial services, Monsanto Co., St. Louis, Mo.; and T.R. McGuire, executive vice president, Federal Intermediate Credit Bank, St. Louis, Mo.

Dairy, grain and livestock marketing are the other special interest sessions scheduled for the Forum, (last name only) says. For registration and housing information, write H.D. Guither, General Chairman, 305 Mumford Hall, University of Illinois, Urbana 61801, or see your County Extension Adviser, (address) .

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